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# BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. III, No. 9.

CINCINNATI, JULY 1, 1895.

PRICE 10 CENTS.  
PR YEAR, \$1.00.



WALTER G. COOPER.



DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,  
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.

Classified Advertisements.

Two line displayed advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. per square line.

BILL POSTERS' DIRECTORY.

Blending & French, the Bill Posters and Distributors of Putnam, Conn.

Advertise in the Copper Country! Amos DeMars, bill poster, Houghton, Mich.

Waukesha, Wis., pop. 9,000. All boards owned and controlled by Cad. F. Mevis, 638 Main street.

Bethlehem, Pa., pop. 25,123. South and West Pa. Groman Bill Posting and Distributing Co.

Carbondale, Pa. Carbondale City Bill Posting and Distributing Co. J. O'Hearn, Manager.

Kalamazoo, Mich., pop. 25,321. J. E. McCarthy, City Bill Poster and Distributor. Also at Plainwell and Galesburg.

Prairie City, Iowa. Write to W. S. Parker, City Bill Poster and Distributor.

Richmond, Va. Richmond Bill Posting and Distributing Co. W. S. Baldwin, mgr., 316 W. Broad st.

Port Huron, Mich. Bennett & Murray, City Bill Posters. Members State Ass'n. L. T. Bennett, opera house.

Wilmington, Del., pop. 70,132. Geo. W. Jackson, City Bill Poster and Distributor, 907 Orange street.

Laconia, W. Va., pop. 15,122. J. F. Harriman, owns all boards in city and suburbs, Manager Folsom Opera House.

J. E. Williams, Oshkosh, Wis. City Bill Poster and Distributor. Reliable and definite service. Population 22,826. Own all boards in the city, 20,000 square feet. "I have troubles of my own; don't—"

The Summit City Bill Posters. Sonder & Smith, Ft. Wayne, Ind. Managing The Temple Bill Posting & Distributing Co.

The Elgin Bill Posting, Advertising and Distributing Company, Elgin, Ill. All work guaranteed. Population 23,000. Only licensed roster in city. FRED W. JENCKS, Prop'r.

Washington, Ind. has a population of 10,000. Write Horral Bros about posting.

Willimantic, Conn., pop. 14,000. J. H. GRAY, City Bill Poster.

Carlinville, Ill., pop. 4,000. County seat of Maconin county, A. J. TURNER, City Bill Poster. References: First National Bank, and C. H. C. Anderson, Banker.

Sioux City, Iowa, pop. 40,000. Pat Sioux City on your list by all means. E. L. Webster, bill poster, 3,000 ft of boards.

Pana, Ills. Pop. 7,000. LOU HOLEY, Bill Poster, controls all the 4ma boards. 540 ft. of desirable locations.

E. L. WEBSTER, City Bill Poster, Sioux City, Iowa. Personal attention given to all work entrusted to me.

Los Angeles, Cal. Pop. 85,000. City Bill Posting Co., 251 S. Main street. Geo. P. McClain, Pro. F. E. Holtzlander, Mgr.

Pasadena, Cal. City Bill Posting Co. D. Coyle, Mgr. Geo. P. McClain, Prop.

Elmwood Opera House, Bill Posting Department. Large facilities for commercial work; boards in four towns having capacity of 700 sheets. Locations excellent for local and railroad showing. Rates reasonable. Work thoroughly, promptly and honestly done. W. H. TROWBRIDGE, South Framingham, Mass.

Milford, Mass. Population 10,000. W. E. Cheney, City Bill Poster, Distributor. 24 So. Bow street. Sole control of all billboards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express.

Alexandria, Minn. Boards under electric lights. General advertising done in Douglas Co. Send paper—we'll do the rest. References if required. Bart's Advertising Service, Alexandria.

Boonville, N. Y. Wm. Comstock, City Bill Poster. Owns and controls all boards.

Marshall, Ills. Victor Janney. Licensed City Bill Poster and Distributor. Nails up signs in adjacent territory and contracts for neighboring towns. A prompt, reliable and efficient service.

Fort Scott, Kas. Pop. 14,000. Harry C. Erlich, City Bill Poster, Lithographer and Programmer. Cards tacked up and samples distributed.

PUT FORT SCOTT, KANSAS, ON YOUR LIST. When you write, mention Billboard Advertising.

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BILL POSTERS' DIRECTORY.

Display Advertising. TO RENT. 1000 spaces on bill boards for painted signs, each 150 square feet. Located in New England towns and cities. Location of boards guaranteed first-class.

Lima, Ohio. The World Advertising Service. W. C. TERRILL, Proprietor, owns and controls all Bill Boards in Lima and adjacent towns.

Louisiana, Mo. Population 10,000. C. A. Bragsdale City Bill Poster, Distributor.

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and baggage Transfer. Address 30 Manchester st.

Seranton, Pa., and adjacent towns embracing a population of 225,000. REESE & LONG, City Bill Posters.

Hugh Vance, City Bill Poster and Distributor. References and estimates. Effingham, Ills.

Hot Springs, Ark. Pop. 12,500. L. A. THOMAS, the only Licensed Bill Poster and Advertiser in Hot Springs. Owns and controls all boards and dead walls.

San Antonio, Texas. Pop. 40,000. Texas Advertising Co. City Bill Posters and Distributors. Office, Alamo Plaza, Weekes Bldg. P. O. Box 886. Signs painted and tacked up.

Albuquerque, N. M. Pop. 10,000. The Hudson Adv. & Bill Posting Co. owns and control all bill boards. Also do distributing, tacking, fence painting, mailing.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own an control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 28.

Laurence, Kas. Pop. 15,000. A. M. Pop, City Bill Poster and Distributor.

Meridian, Miss. Pop. 15,000. L. D. Hoffer, City Bill Poster & Distributor.

Belfast, Me. F. E. Cottrell, City Bill Poster. P. O. box 781. Residence 20 High street.

Troy, N. Y., Dundon & Co., Bill Posters and Distributors, 114 14th st.

Northfield, Minn. Pop. 4,000. H. U. Ensign, Bill Poster and Distributor. Board capacity, 900 sheets.

AMERICAN FAIR BULLETIN.

Trenton, N. J. The Great International Fair. Jno. Guid Muirhead, Sec'y.

Ionia, Mich. Ionia District Fair Association. M. M. Curr, et Treas.

Groesbeck, Tex. Limestone County Fair and S. R.'s Assn. Dr. S. D. Bugg, Sec'y.

Newspaper Cuts for Fairs. Write to the Helleberg Photo-Engraving Co., No. 243 Sycamore street, Cincinnati, O.

Wanted—Fair Grounds Attractions, Races and Fair, September 24th to 29th, '95. Address, with full particulars and terms, ALEX. KIRKLAND, Sec'y, PADUCAH, KY.

Up-to-date Fair Bills and Posters, The Donaldson Litho Co., Cincinnati, O.

PREMIUM LISTS. We possess peculiar advantages in equipment and facilities which make it possible for us to turn out an exceedingly fine quality of work of this class at prices which competing houses find it absolutely impossible to meet. No trouble to estimate. Prompt answers to all correspondence. HENNEGAN & CO., Cincinnati, O.

Fair Grounds Attractions, Of Every Description, Cincinnati Amusement Agency, 127 E. 8th st., Cincinnati, O.

Chas. Fenz & Co., New York, 103 E. 14th st. Furnish all kinds of Open Air Attractions for Fairs, Fetes, etc.

Balloon Ascensions And Parachute Drops of Every Description Wm. B. Hanner, Cincinnati, O.

"Laloo," Greatest of all Living Attractions, Address Geo. Arlington, 89 Centre st., New York.

Balloon Ascensions, Jewell Bros, Aeronauts, Trenton, N. J.

Jeakles' Pony Hippodrome, Strong and strictly first-class attraction for fairs, Chariot Races, Roman Standing Races, Pony Flat Races, etc. Address E. C. Pratt, Manager, Batavia, Ills.

When you write, mention Billboard Advertising.

Arabs. A Wonderful Troupe of

Performing Arabs, address J. J. Armstrong, 10 Union Square, New York City.

M. M. Forsman, Peoria, Ills.

Makes a specialty of Old, Unique and Original Balloon Ascensions, Parachute Drops.

Shedman's Coursing Hounds, W. S. Shedman, 88 and 90 Centre, New York.

FIREWORKS. Write for our descriptive catalogue. The Masten & Wells Fireworks Co., Boston.

DISTRIBUTORS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list.

No advertisements received from minors. Circulators as to honesty and integrity must accompany all applications for space.

Logan, Utah; Will Crockett, City Bill Poster and Distributor.

If You Have Anything In Distributing Line, write J. E. Strover, Co. 383 Central ave, Rochester, New York.

Valparaiso, Indiana, Distributing in Porter co, J. H. McGill.

Matawan, Monmouth Co., N. J. Lloyd's Distributing Agency, Box 67.

St. Charles, Mo. B. F. Bruns & Co., Advertising Distributors.

HackettsTown, N. J., C. A. McLean, Distributor, signs tacked.

Michigan, Advertising matter distributed, signs tacked, addresses furnished E. A. SEFULL, Alpena, Mich.

Ashland, Ohio. Geo. M. Bott, Circulators and signs honestly distributed. Signs tacked up. Best of reference.

Rochester, N. Y. Edward A. Stahbrodt, Distributor and General Advertiser, 16 and 18 Mill street.

Poughkeepsie, N. Y. M. S. Sprenger, Distributor, Sampler and Bill Poster. 1 Maple street. Correspondence solicited.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor.

Nashville, Tennessee. "Treats" distributed, cards nailed \$1.50 per 1000 up. James L. Hill, 323 Broad street, Nashville, Tenn.

Seranton, Laekawanna Co., Pa. John H. Beltz & Sons, General Advertising Agents, Write to us, 651 Deacon street.

Ionia, Mich. Thos. Keyes Distributes Circulars, Samples.

Chicago, Ills. Reliable Distributing Service, operated by men—not boys. F. F. Schaefer & Co., proprietors, 395 377 W. Harrison st. Distributing, Sampling, Tacking and General Outdoor Advertising.

Lansing, Mich. C. A. Cary, Experienced Distributor.

Carthage, Mo. Pop. 10,000. Joseph Barratt, Distributor; Sampler and General Advertiser.

Akron, Ohio. Akron City Bill Posting Co. Distributing \$1.50 to \$2.50 per 1000, according to size.

All Kinds of Advertising Matter distributed. Reliable, prompt. References: Population 30,000. Address: W. H. Steinbrenner, 313 Vine, Cincinnati.

Butte, Mont., Fred Kerth, City Distributor and General Advertiser. Address, 62 East Broadway.

Fort Wayne, Ind. Stouder & Smith, Distributors of Circulars and Samples. Office, Masonic Temple. Reference, White National Bank.

Denver, Colo. Write Curran about Distributing. Office, 17th and Larimer streets.

Chicago, Ills., American Advertising Co., 230 Madison.

Chicago, Ills., J. A. Clough, Contractors solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Philadelphia, Pa. Sanford H. Robison, Absolutely Reliable Distributing Service. 709 Sansom street.

Baltimore, Md. Write to Hite & Honck, 20 North street, Reliable Distributing Service.

Omaha, Neb. Thos. Mulvihill, General Advertiser. Office, 1512 Harney street.

Springfield, Ohio. H. H. Tyrer, Reliable Distributing Service.

Covington, Ky. O. F. Fairchild, Distributor and General Advertiser. Office, 16 East Fifth street.

Toronto, Can., Pop. 200,000. Price Advertising Co., Reliable Distributors. When you write, mention Billboard Advertising.

Grand Junction, Col. Pop. 40,000.

Buskell, General Advertiser, Hand bills distributed and Circulars mailed to every resident of Mesa County.

J. H. Lane & Co., Evansville, Ind.

Does Distributing. 317 1/2 First Street.

Boston, Mass. Pop. 600,000. J. F. McWhirk, General Adv. Distributor.

Fort Scott, Kan. The Kansas Advertising Agency, H. N. Guetz, Mgr. Distributes samples and circulars throughout Bourbon, Crawford, Cherokee, Labette, Noosho, Miami, Anderson, Allen and Franklin Counties, Kansas. Reference, 1st Nat. Bank, Ft. Scott.

ADVERTISERS NOTE.—We personally guarantee the service rendered by any Distributor in our list. No advertisements received from parties unknown to us, unless accompanied by first-class references, and minors are not allowed to advertise under any circumstances.

EXPERT AD. WRITERS.

Do you know good ads? When you see them? If you do, you can appreciate my work. Specimens sent upon request. Write and tell me what you use and I will quote price for doing it.

D. B. Arcinbald, 73 Nassau st., New York.

Geo. J. Gullford, Program, Bill and Advertisement Writer, Address, Music and Drama, Cincinnati, O.

A Bady Written Bill is Worse than no bill at all. Try me. Terms reasonable, ap-95. C. F. McHENRY, Newport, Ky.

Writer of Advertising, ROBT. CARROLL, Dayton, Ky.

Western Bill Posting Co., Experts in Advertisement Writing. Salt Lake City, Utah.

PRINTERS' DIRECTORY.

The following firms make a specialty of Posters and Distributing work.

Advertisements under this head are printed free of charge in nonpareil. In bold face type one dollar per annum. Display Advertisements (not exceeding six lines twenty-five cents a line. Advertisements amounting to one dollar and over include a year's subscription free.

Sten, Julius & Co., 140 6th ave, New York. Boston Job Printing Co., 4 Alden, Boston Mass. Blackwater Courier Job Office, Franklin, Va.

Brooklyn Daily Eagle Job Printing Co, Brooklyn. Correspondent Show Printing Co, Brooklyn. Calhoun Printing Co, Hartford, Conn. Calvert Litho Co, Detroit, Mich.

Cameron Show Printing Co, 57 Ann, New York. Central City Show Printing Co, Jackson, Mich. Central Litho and Eng Co, 140 6th ave, New York. Central Show Printing Co, 143 Monroe, Chicago.

Commercial-Gazette Job Room, Cincinnati. Correspondent Show Printing Co, Piqua, Ohio. Courier Printing Co, Brantford, Ontario. Courier Show Printing Co, Buffalo, N. Y.

Cox's Sons, John, Gay and Pratt, Baltimore. The Donaldson Litho Co., 127 East Eighth, Cincinnati.

Dramatic News Job Rooms, 107 West 28th street, New York. Eagle Show Print, Chicago.

Eaton, Allen & Co., Grand Rapids, Mich. Empire & Co, Baltimore. Empire Show Printing Co., 7375 Plymouth Place, Chicago.

Francis & Valentine, 517 Clay, San Francisco. Enquirer Job Rooms, 127 East Eighth, Cincinnati. Erie Show Printing Co, Erie, Pa.

Forbes Litho Co, 181 Devonshire, Boston. Free Press Show Printing Co., Detroit, Mich.

Fox, Richard K. Franklin and Dover, New York. Gillin Show Print, 132 West 14th, New York.

Goet's Litho Co, 140 Monroe, Chicago. Gt. Am. Eng & Print Co, 57 Tecumseh, New York.

Great Western Printing Co, 311 Market, St Louis. Greve Litho Co, The, Milwaukee, Wis.

Haber, C. F., Fond-du-lac, Wis. Hasselmann Printing Co., Indianapolis, Ind.

Hatch, C. R. & H. H., Nashville, Tenn. Hennegan & Co., 127 East Eighth, Cincinnati.

Jackson, J. B., 48 Centre, New York. Jordan Show Printing Co, 28 Franklin, Chicago.

Leeger, J. Office, 608 Sansom, Philadelphia. Libble Show Print, 610 12 Beech, Boston.

Lick Show Print, Fort Smith, Ark. Liebler & Masse, 224 Centre, New York.

Los Angeles Show Print, Los Angeles, Cal. Maubert's Printing House, New Orleans, La.

Metropolitan Printing Co, 222 W. 26th, New York. Mitchell, Chas., Ottawa, Ont., Canada.

Morgan, W. J. & Co., St. Clair, Cleveland. National Printing & Eng. Co., Chicago.

Pioneer Printing Co., 214 Jefferson, Seattle, Wash. Richardson & Fook, 112 1/2 1st, Chicago.

Riverside Printing Co., 216 3rd, Milwaukee, Wis. Saffin, H. C., 172 Skillman Ave., Brooklyn.

Another One.

A NEW RICHMOND IN THE FIELD. ILLINOIS BILL POSTERS' PROTECTIVE ASSOCIATION.

A new association of the Bill Posters of the State of Illinois, was organized June 18th. It is regularly chartered under the laws of Illinois, with the following officers:

P. F. Schaefer, president; W. J. Horn, vice-president; C. F. Runey, secretary; C. E. Maxwell, treasurer; directors: C. E. Perry, Hugh Hall, A. J. Turner, J. W. Sauvage, F. W. Jenks, and Lou Roley. A new feature of the Association and a novel one, by the way is a clause in the application for membership the provisions of which bind the applicant in the sum of one hundred dollars for the faithful performance of all contracts entered into, while a member of the Association.

Before any applicant can qualify his application must be endorsed by two sureties each in the sum of one hundred dollars and the cashier of some well-known bank must certify to the financial standing of the sureties.

The initiation fee for the present consists of the merely nominal sum of three dollars, but it will doubtless be increased to twenty-five dollars in the near future.

The first convention of the new body will be held at the Briggs House, in Chicago, July 5th, 1895, which is sufficient evidence that the members are not superstitious in-as-much as Friday as an inaugural day has no terrors for them.

The invitation to the convention is as follows:

Notice to Bill Posters. GENTLEMAN: You are cordially invited to attend our next meeting, which will be held on July 5th, 1895, 10 A. M., at Briggs' House Chicago.

The object of this Association in calling this meeting is for the promotion, general welfare and mutual protection of the Bill Posters of this State, which has degenerated the past few years, as you know, and ought to be placed on a level with other successful industries.

Your hearty co operation and membership is earnestly desired, The membership is rapidly increasing and we look for one of the largest attendances yet held.

We want to impress upon you the importance of being a member of our Association before it is too late, as all applications will be acted upon at this meeting.

We wish to issue our pamphlet immediately after this meeting to mail to all Advertisers who do Out Door Advertising, and we want your name on this list so that you can derive the benefits that will accrue through our Association.

Please fill out the enclosed application and mail it to C. E. Runey, Secretary, Waukegan, Ills., at once, and come and hear what we have to say, as we wish to adjust a Scale of Prices. We shall endeavor to entertain you to the best of our ability by extending the courtesies of the Theatres.

Very respectfully yours, P. F. SCHAEFER, President. Illinois Bill Posters' Protective Association, 395-397 W. Harrison Street, Chicago, Illinois.

There are mediums and mediums, but they all give way to the poster.

Distributors' Chat.

Many distributors especially those with long country routes are adopting the bicycle. The "hungerless horse," will soon be part and parcel of the regular equipment.

No one could derive more benefit from patronizing the distributors, than the circuses and traveling theatrical companies. Under present conditions the only attractions which find it possible to carry their own programmers, are the circuses and a very few of the larger minstrel companies. Matter put out by these employees is uniformly well done, but they command big salaries and the added expense of hotel bills and railroad fares, which of course is born by the employer render the method ten times as expensive as it would be if placed in the hands of regularly established distributors.

Besides this too, a traveling programmer seldom has more than four or five hours out of the day that he can devote to his work. Inasmuch as the time consumed on trains must be deducted from his working day. Added to this, he labors at a disadvantage in covering a town by reason of his unfamiliarity with his environment. True, some attractions save the expense of a programmer altogether by depending on the local manager for their distributing. Sometimes it is put out occasionally too, it is well done, but for the most part if it ever leaves the bill room is only to be thrown down the nearest sewer. This is a state of affairs which BILLBOARD ADVERTISING intends to remedy with the assistance of the distributors. We intend to bring the matter before the attention of traveling managers with such emphasis, force and persistence that they cannot fail to see the wisdom of the change we advocate.

No boys are permitted to style themselves distributors in the columns of this paper and no men either for that matter unless they can furnish satisfactory reference, as to their honesty and integrity. We are bound to weed out the incompetents and establish a clientele of trustworthy agencies.

The International Association of Distributors of North America, which started with eighty three charter members, residing all over the Continent, is a move in the right direction. Anything which tends to improve the distributing service will have the endorsement and support of this paper, consequently we wish to express ourselves as entirely in accord with the aims and aspirations of the above mentioned body and we recommend it to distributors at large. The officers are as follows, viz: L. M. Boorum, president; Box 313, Springfield, O. Geo. E. Fisher, first vice-president, 1505 Farnum Street, Omaha, Neb. D. W. Scofield, second vice-president, Box 14, Ridgefield, Conn.

Thos. K. Duaboraw, treasurer, Brandy Station, Va. E. M. Harley' recording secretary, 115 Madison Street, Tiffin, O., W. H. Steinbrenner, corresponding secretary, 313 Vine Street, Cincinnati, O.

The Ford M'fg. Co., Chicago, advertise that they will pay \$5.00 per 1000, for distributing and will furnish 5000 circulars every month. They require reference and a ten cent stamp.

FRONTISPIECE.

The portrait on our front page this month is that of Mr. Walter G. Cooper chief of the department of publicity and promotion of the Cotton States and International Exposition of Atlanta, Ga. Mr. Cooper is a newspaper man of wide and varied experience. He has served on the Atlanta Constitution, besides conducting his own paper in Rome, Ga., and is eminently qualified and fitted to advertise a gigantic affair like the one he is now identified with. While he claims to be merely systematic and thorough, nevertheless his methods are both unique and original. He is unquestionably possessed of great genius and ability.

A Wail From The Chicago Post. The correspondent "Observer," who thinks—Leslie's Weekly meddlesome and fault finding because of its comments on the bill board nuisance in Chicago, is carrying civic loyalty a bit too far.

The plastering of walls and fences with vulgar, unsightly and in many cases indecent bill boards and signs is a disgrace to the city. The authorities ought to stop it, but they will not, and many fine neighborhoods are rendered unsightly by the villainous crudities of bill posters and "painters." They destroy the effect of many of the best buildings in town. Some time ago an attempt was made to induce the police to prevent the disfigurement of prominent streets with these horrors. It ended in failure. But if the police are not able to abolish the nuisance and the council won't act, the public spirit of the community ought to be aroused to prevent landowners from renting their frontages for bill boards. The best way to do this is to point out to them how Chicago suffers from this nuisance in the eyes of strangers.

An advertisement may be handsome in appearance, and yet utterly worthless as a bringer of business. Be practical first of all.—Art in Advertising.

MILBURN FISHER, of Shelbina, Mo. who is bill poster at that point is one of the most enterprising members of the craft that we have so far unearthed. A sample copy of BILLBOARD ADVERTISING was recently sent to him. He refused to take it from the office, his reasons, as briefly and tersely set forth by the postmaster being: "Never ordered it; can't read; don't want it."

Bill posters are all more or less interested in the fourth coming edition of the Donaldson Guide. This great work has passed through three editions and is now recognized as an authority and standard publication by actors, actresses, performers, managers and agents throughout the entire world. This time its scope will be enlarged. It is intended to make it useful as a manual for advertisers as well as showmen. Every bill poster should see that his town is properly represented, that its halls as well as theatres are described, its resources set forth, its population properly quoted and its advantages adequately represented. Bill posters can have their names and residences set in black faced type, at merely nominal expense. Inquiries should be addressed to W. H. Donaldson Cincinnati, O.

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Official Organ of Associated Bill Posters' Association.

PUBLISHED EVERY MONTH BY

## BILLBOARD ADVERTISING CO.

No. 127 E. EIGHTH ST., CINCINNATI, O.

JAMES H. HENNEGAN, MANAGER.

### ADVERTISING RATES.

25 cents an agate line with the following discounts, viz: 10 per cent. off on advertisements amounting to over 20 lines and less than 80 lines. 20 per cent. off on advertisement amounting to over 80 lines and less than a quarter of a page.

**RUNNING ADVERTISEMENTS.** (Repeated or continued insertions.) Rates on one page, one half page, one third page and one quarter page advertisement for two or more insertions quoted upon application. Smaller advertisement 25 cents a line subject to the regular discount on single insertions and the following additional discounts, viz: 10 per cent. off for three insertions. 15 per cent. off for four insertions. 20 per cent. off for six insertions. 25 per cent. off for twelve insertions.

**READING NOTICES.**—With 100 or 200, 50 cents per line breviter measurement, (which equals about eight words to the line) subject to the same discounts that obtain for single and continued advertisements.

**SPACE CONTRACTS.**—Special rates on contracts of 1,000 agate lines and upwards may be had on application. Changes in matter

are made without charge as often as the advertiser or agent may require. (Copy for all such changes must reach us before the 25th of each month.)

**SPECIAL ADVERTISEMENTS.**—See page 2. Smaller advertisements 25 cents an agate SUBSCRIPTION. One Year, in advance, \$1 00 Six Months, 50 cts. Single Copies, 10 cts.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Evidano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies. Remittances should be made by cheque, post office or express money order, or registered letter. The Editor cannot undertake to return unsolicited manuscripts.

When it is necessary to wire us copy and instructions for advertisements, great saving may be had by recourse to the Donaldson Gilchrist office. We are conversant with the use of the Code.

Address all communications, for either the editorial or business departments, to

BILLBOARD ADVERTISING CO.

No. 127 East Eighth Street,

Cincinnati, Ohio.

EVERY bill poster, every poster printer, every commercial advertiser, every manager, and every agent in the United States and Canada should attend the convention of the Associated Bill Posters' Association, at the Hotel Cadillac, in Detroit, Mich., July 9, 10, 11 and 12. All will be made welcome, and all will benefit greatly by participating in the proceedings and deliberations. The meeting bids fair to be the most important that has ever been held. A large attendance is already assured. All of the leaders will be on hand, hence it behooves the members of the craft in the smaller towns to attend also.

WEDNESDAY, July 10th will be given over to the free and full discussion of any measure or measures of interest to the bill boards. Any person who has anything to say, pro or con, can secure a hearing, and will be accorded careful attention, whether he be a member of the Association or not. Although an innovation, the idea is a most excellent one, and cannot fail to be prolific of great good, not only to the Association, but to the members of the craft at large. If any one has a grievance, let him take it to Detroit. If any one has a scheme for improving the service, it should be voiced at Detroit. If any one has an idea whereby a more intimate and cordial relationship may be established between bill posters and their patrons, let us hear it at Detroit.

A WORD of warning to the members of the Association just at this time may not prove inopportune. It is generally known that two factions have sprung up in the ranks of the organization. Each is led by a man of ability and each will try to carry the convention. Now, it is not the province of BILLBOARD ADVERTISING

to discuss the merits of the dispute or of the measures which are championed by the rival factions. What we desire to impress upon each individual member of the Association is the importance of closing the breach which has thus been opened up, before it becomes wide enough to threaten or menace the existence of the Association as a whole. Nothing endangers an institution of this nature like internal strife and dissension. Therefore let those members of the Association who are neutral accord each of the warring factions a careful and impartial hearing, and then dispose of the matters at issue, promptly, finally, and for all time. As to the members of the two factions, it is to be hoped that when they leave for Detroit it will be with a full determination to abide by the voice of the majority, win or lose. Let there be no bitterness, no rancor, but on the contrary, let each side present the merits of their position to the best of their ability, and then accept the verdict of the members at large, and shake hands over it. The perpetuation of the Association is of far more importance than the adoption of a few paltry measures, or a question of personal ambition.

AGAIN we publish our Fair List, the most complete ever issued. Since it appeared in June it has been carefully revised and corrected, and we believe that every error has been eliminated and every omission supplied. In order to be absolutely sure, however, we intend to publish it in our August issue, and we again invite the officers of all agricultural societies to bring to our notice any mistakes which they may discover. We intend to make this department a permanent feature of our magazine in the future, and the managers of Expositions, Fairs, Pure Food Shows, Poultry Shows, Bench Shows and Industrial Exhibitions

of any nature will confer a favor by sending in their dates and rosters at as early a date as possible after they have been decided upon.

Why would it not be a good idea for members of the A. B. P. A. to agitate the change of the much talked of motto. A phrase that excites laughter and provokes derision, may be good from an advertising point of view, but is hardly in keeping with the dignity assumed by an august body such as the A. B. P. A.

### Indiana Bill Posters.

State Association Meet in Indianapolis with the Largest Convention of any Bill Posters' Organization in the Country.

The Indiana State Bill Posters' Association held their Annual Convention at the Grand Hotel, Indianapolis, May 21st, with the grandest and most enthusiastic gathering ever held in the State, sixty members being present.

The Convention was called to order by President Alex. Harbison, of the Indianapolis Bill Posting Co., who outlined the last year's business, which showed a very material increase over previous years: The minutes of the 1895 Convention were read by Secretary J. D. Cline, of New Albany, and approved. The finances showed a good surplus on hand. Speeches were made by nearly all the members, and each and every one expressed themselves as being gratified by the amount of last year's business, and also as being in favor of improving their service until bill posting will stand at the head of all avenues for advertising.

Mr. A. C. Rucker, of Atlanta, Ga., representing S. S. S., was present and made one of his characteristic speeches, such as no one but he can make, complimenting the Association for the manner in which his famous Bicycle paper had been posted. He told them to keep the work up to the present standard and their success would be assured. He made quite a lengthy talk, and at intervals would scatter a basket of bouquets. He ended by assuring the members that so long as the work was kept up as it is now, S. S. S. paper would be forthcoming. His speech brought forth round after round of applause. Mr. Rucker was voted by every member present as being the right man in the right place.

The prices of the Associated Bill Posters' Association were adopted.

Mr. F. M. Groves, of Evansville, called the attention of the Convention to BILLBOARD ADVERTISING, stating what good the paper was doing, how each and every one was being benefited by its efforts in our behalf, and advising all to lend it their hearty and substantial support: On motion of Mr. James H. Dobbins, of Richmond BILLBOARD ADVERTISING was adopted as the organ of the Bill Posters' Association of Indiana, and the Secretary requested to spread on the minutes a vote of thanks for their able and untiring efforts in our behalf.

Mr. J. A. Toms, of South Bend, who is as able as he is modest, was again called on to make a few remarks. He responded by complimenting the Association for its efficiency, and exhorted the members to renewed exertions, and at all times to give the very best possible service. Mr. Dobbins and Mr. Cline made quite

lengthy speeches, reviewing the bill posting business of a few years ago, showing conclusively that in no other channel can the advertiser receive so much for his money.

The question of opposition was then brought up, and it was voted unanimously that when anyone gave work to a party in opposition to one of our members, in any city in the State, the member should notify the Secretary, and the President, who shall immediately investigate the case, and where it is shown that the party patronized the opposition without a good and reasonable cause, every member in the State shall be notified of the fact and they shall be refrain from performing any work for said party, until they pay the member the amount of money paid to the opposing party.

The Election of Officers for the ensuing year resulted as follows: F. M. Groves, Pres't, Evansville; J. A. Toms, Vice Pres't, South Bend; Jas. H. Dobbins, Treas., Richmond; J. D. Cline, Sec'y New Albany; Alex. Harbison, State Agent, Indianapolis.

The Association now numbers seventy-five members, making it the banner Association of the Country. We will have by this time next year, an even one hundred members.

The following members were selected to attend, as Delegates, the National Convention, which is to be held at Detroit, Mich., commencing July 9: F. M. Groves, Evansville; J. B. Toms, South Bend; J. H. Dobbins, Richmond; C. R. Underwood, Noblesville; C. H. Woodworth, Ft. Wayne.

The Convention thanked Mr. Tom Taggart, of the Grand for the use of the Hotel. He was present, and made a very pretty speech, complimenting the Convention for its intelligent appearance, and after scattering many little bouquets, assured us that the latch string of the Grand was always out for the bill posters and their friends.

After thanking the retiring officers for their labors in bringing the Association up to its present high standard and perfection on motion, the largest and most business like meeting ever held by the Association adjourned to meet again at the call of the President.

EVERY bill poster in the United States should attend the Convention at Detroit July 9, 10, 11 and 12.

### ADVERTISING.

What is the mighty power to-day That holds o'er business such a sway? That, rightly done, will always pay? Advertising!

What is it oils the wheels of trade, And gives to commerce greatest aid? What has the biggest fortunes made? Advertising!

What has built up the power and fame Of many a firm's commercial name, And conquer'd Fortune, fickle dame, Advertising!

What magic wizard, here and there, From beggar has made millionaire, And made poor business rich and rare? Advertising!

What is makes the papers thrive And keeps the magazines alive? From what do both most help derive? Advertising!

And thus we are these modern days, Indebted in a lot of ways To what all business men will praise— Advertising! —Fame

### FIRST ANNUAL REPORT OF THE EXECUTIVE COMMITTEE OF THE A. B. P. A.

Believing it to be for the benefit of the members of the Associated Bill Posters' Association, of the United States and Canada, to be conversant with the annual report of this Committee before going to the Convention to be held at Detroit, Mich., July 9th, 10th and 11th, so that all may be fully prepared to thoroughly understand what has been the duty of this Committee, and success attended it in its endeavor to smooth and bring into harmonious action the various interests of our Association with that of the display advertiser, and thus enable our members to come prepared with any new plans that may be a benefit to our craft, we have decided that the same be prepared in our official organ, BILLBOARD ADVERTISING, at this time.

To the members of the Associated Bill Posters' Association, of the United States and Canada.

Your Committee on the Executive business of this Association, hereby presents its First Annual report, as follows: Immediately on the adjournment of the Philadelphia Convention, July, 1894, your Committee was organized by the selection of Mr. Edward A. Stahlbrodt as Chairman, and Mr. A. B. Hudson, Secretary.

The object of our Association is for the purpose of instilling into the business of bill posting, new methods of conducting the same in conformity with the needs of the day in order to more successfully cope with other advertising mediums and to receive the confidence of the display advertisers, and in order to do this it becomes necessary that the members of this Association are prepared at all times to fully carry out any and all agreements entrusted to them. In no possible manner can anyone expect those results to be attained unless an equivalent price is paid for the service demanded at the hands of the bill poster. It is therefore manifest to every thinking person that the prices charged by the Association for "guaranteed displays" upon all legitimate and protected hoardings cannot be maintained at less than Association rates. Now, this being so, it behooves the members of our Association to stand fast and insist that nothing but proper and first-class work be accepted by them, which demands recognition of faithful service, at regular Association rates.

It was on account the numberless influences at work to break the scale of prices as adopted by the Association, and upon the advice of this Committee that President Campbell called a special convention to meet at New York City, October 16th and 17th, 1894. It was at that time, that those of our members who could, paid considerable time and attention to the subject in hand. A resolution was adopted, after a committee composed of President Campbell and Mr. Stahlbrodt, had spent a whole day in vain, in urging upon one of the advertising solicitors of New York City, that he adopt the scale of prices as promulgated by this Association, that "the Chairman of the Executive Committee be instructed to have a suitable agreement and bond, in the sum of \$1,000 drawn, and printed in proper form, and that he per-

sonally visit, or write our members, in order that they may properly understand the object of the same, and to have them sign the same for the faithful performance of contracts on their part, and that the association scale be upheld, in order to deliver full service to the advertiser at a proportionate and reasonable price.

The chairman of this Committee did personally visit a number of the larger cities, and by writing to others, succeeded in having the agreement and bond signed, (by which each one is liable to damage in the sum of two hundred dollars for each offense if the failure of agreement is proven) by the following members, viz:

- A. Van Beuren & Co. New York City. American Bill Posting Co. Chicago, Ills. American Bill Posting Co. Brooklyn, N. Y. Rife & Houck. Baltimore, Md. Lloyd Moxley, Washington, D. C. Burton & Lambert, Richmond, Va. Newark Bill Posting Co., Newark, N. J. Jas. F. O'Mealia, Jersey City, N. J. Jas. F. O'Mealia, Bayonne, N. J. Reese & Long, Scranton, Pa. W. J. McAllister & Son, Troy, N. Y. J. Ballard Carroll, Albany N. Y. George Castner, Syracuse, N. Y. Rochester Bill Posting Co., Rochester, N. Y. Erie Bill Posting Co., Erie, Pa. George M. Leonard, Grand Rapids, Mich. Cream City Bill Posting Co., Milwaukee, Wis.

- L. N. Scott, St. Paul, Minn. M. Breslauer, Minneapolis, Minn. Thos. Mulvihill, Omaha, Neb. Jas. A. Curran, Denver, Col. Kansas City Bill Posting Co., Kansas City, Mo. J. H. Brooks, Leavenworth Kan.

All of those having signed the agreements and bond, have the utmost faith in its general good intentions toward the advertiser as well as for the bill poster. It is only to be regretted that the Bond Plan was not universally adopted by every member of the Association. For, had that been the case, all opposition to Association prices would have vanished, and consequently better service been the result to the advertiser and his paper, and trouble from that source have been over with. But is thus with all large memberships, especially when only a part attend a convention at a time. If every member of this Association did but make it his duty to attend once a year; one or two annual conventions would have our business in good running order.

Do not mistake the fact that because our Association is desirous of a reasonably fair compensation which will enable members to guarantee a proportionate service to the advertiser, that we are demanding more than we are entitled to and can in justice to all concerned fulfill, as some may think, as is the case with this or that bill posting concern which has labored under the one manner of doing business for the past fifteen or twenty years, and who even now fail to see any improvement in the service warranting legitimate business methods. Always keep in mind that each day brings new ideas, and that the business man of to-day must, in order to keep pace with the times—and the pace is a pretty hot one on occasions—alter his business methods to suit the public. Our business is no exception to the rule. We must therefore accept the inevitable, and so

rearrange our system of doing business with business men, that our business methods will draw them close around us.

The wide-awake and sagacious business man is fast coming to a realization of the advantages of BILLBOARD ADVERTISING over the other advertising mediums. For who will deny the superior benefits to be gained from a bright, artistic and well balanced poster upon the billboards, staring you in the face at every turn of the head after you once leave the house, and whose effects you cannot shake off even after a good night's rest; for the moment you again venture forth upon the highway there is that omnipresent poster forcing its legend upon your mind with indelible effect.

Does the bill board display patron of to-day object to paying twelve cents per sheet for a one month "listed and protected service" upon protected hoardings? We answer, No! Why? Because he is fully aware that he cannot expect such valuable considerations at a lower price. Gentlemen, it is not so much the price you have to deal with as it is, "will you guarantee the service." They are only exceptional cases now where the full Association price is not adhered to, strictly by bill posters throughout the country. Our prices are taken up and demanded by non-Association bill posters as zealously as by ourselves. But, we must not only insist upon and receive the Association price, we must also see whatever the contract may demand upon our part, is fully carried out by us.

The only method by which an advertiser can check up his paper after it is posted, is through a "listed and protected showing." When the advertiser can feel satisfied that he can find every sheet of his paper every day of the thirty or sixty days he contracts for, you will hear no growling at the three cents per week price. By paying this price he not only receives full time service, but his paper also goes upon the better class of protected hoardings. It is not because the bill poster wants to treat his customer better on account of receiving a better price, but the law of circumstances forces the bill poster to post "four or eight" weeks' showings upon protected hoardings, where otherwise the unlisted paper is usually posted where it is out of the way. And usually it is a hard matter for even

the bill poster to find it himself. Now, of what good is such a showing to anyone? All that kind of work is a detriment to our business, and the sooner it is dropped the better for ourselves, and the advertiser generally.

Another Special Convention was called by the President to meet at Cincinnati, O., January 9th and 10th, 1895, at which it was the unanimous opinion that existing matters at that time demanded that this Association have an office in the City of New York. It was resolved that the chairman of this Committee open such an office, and President Campbell made arrangements with Mr. Edward A. Stahlbrodt to be the representative of the Association.

The New York Office has had a wonderful effect upon the business as well as the maintaining of prices as promulgated by this Association. Although it is not self-supporting its influences for good to the business is greater than any method now in view. It will become more useful in the future to both the advertiser and the bill poster. There are many reasons why it should receive the full support of the advertisers.

A number of minor matters of individuals of this Association were adjusted and need no further comment. Others will be laid before the Convention for disposal.

It is the sincere desire of this Committee that every member of this Association attend the coming Convention at Detroit, Mich., July 9th to 12th. By all pulling together our Association will be an organization of strength. A number of changes to the constitution and by-laws will be presented for adoption at the Convention—especially the enlarging of the Executive Committee from three to seven members.

All of which is respectfully submitted. Signed, EDWARD A. STAHLBRODT, AL. BRYAN,

The above report should also have been signed by Mr. A. B. Hudson and probably would have been had he had the opportunity. Unfortunately the copy was delayed in Cleveland by an oversight until it was too late to forward it to him for perusal and signature. A synopsis was sent to him by the editor of this paper requesting his consent to signature by telegraph, but up to the hour of going to press no word had been received from him.

## ELDER, JENKS & RABORG,

'Excelsior'

Circus Paste

—AND—

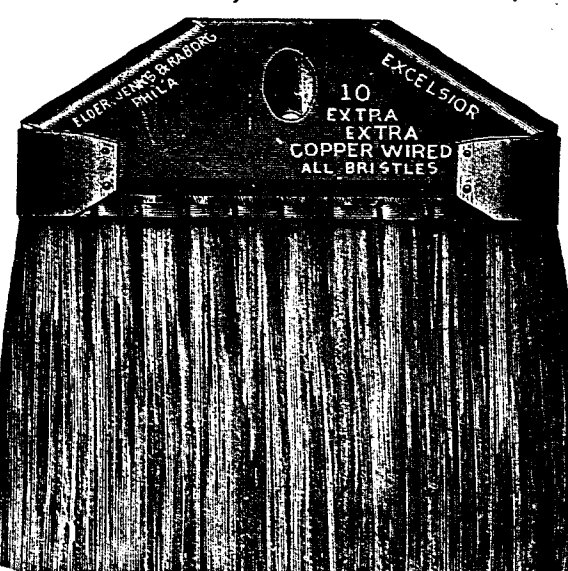
BI' L POSTERS' BRUSHES

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made. Will not come apart. Used and recommended by Barnum Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

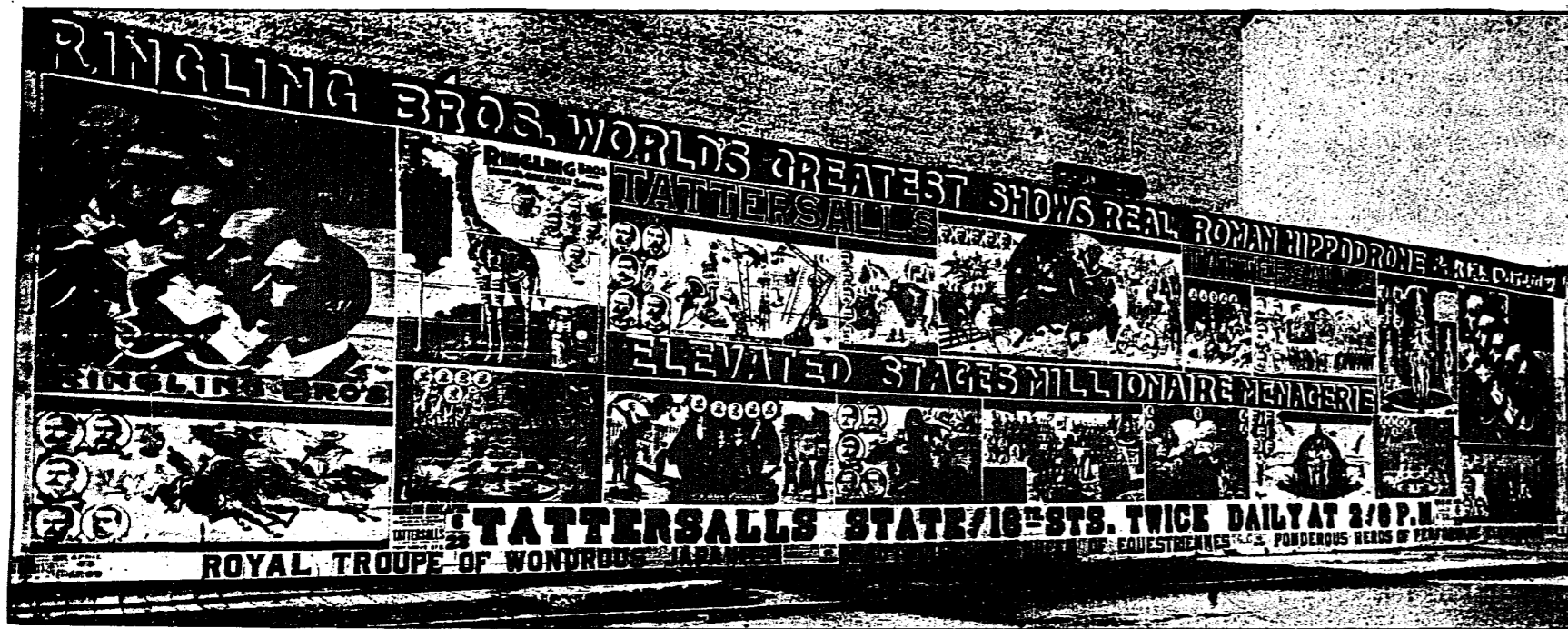
Size 9 inch. Price \$30.00 per doz. \$3.25 Each. Extra Extra for Circuses \$40.00 per doz. \$4.00 Each. Sent C. O. D. to all parts of the Country.

ELDER, JENKS & RABORG

Brush Manufacturers. PHILADELPHIA.



127 N. Fifth Street, Cor. Cherry,



Through the courtesy of Mr. R. C. Campbell of the American Bill Posting and Advertising Company, of Chicago, we are enabled to present a cut of the much talked of stand, which occupied the corner of Wabash Avenue and Panorama Place, during the Ringling Brothers' engagement in the windy city. It was indeed a monster, being twenty five feet high and one hundred and twenty feet long. The paper as displayed on it is ten and a half sheets high, and 34 sheets long, making in all 357 sheets. It is regarded by experts as having been the best example of bill posting ever accomplished. The harmony and balance apparent in its display are remarkable.

#### EATING ON THE STAGE.

How Mock Articles of Diet Are Giving Place to the Real.

When I was young and a habitue of behind the scenes, rarely anything genuine in the way of eating and drinking was provided on the stage. The various retainers who were supposed to quaff beakers of red wine in the baronial hall only put their lips to their goblets, or, rather, pasteboard goblets ended with tin foil, colored half way up with crimson paint. If a pot of porter was one of the "properties" in a scene, as it is in the old farce of "The Turnpike Gate," it was merely a pewter vessel with some wool at the top to simulate the froth of the Barclay and Perkins beneath, and if a sirloin of beef were wanted the property man only supplied a pasteboard sham, from the crevices of which fumes of slaked lime were evolved to imitate the smoke from a hot joint. The only exception to this Barmecide system of entertainment was in the comic opera of "No Song, No Supper," in which a real boiled leg of mutton, turnips and caper sauce were always placed on the table.

But of late years a great change has taken place in this respect. Some authorities are of opinion that the reform in stage play gastronomy dates from the time of the performances of Mr. Charles Kean and his company at Windsor castle in the presence of her majesty and the prince consort, and when in a play by Douglas Jerrold where a dejeuner a la fourchette was represented, the partakers thereof were agreeably surprised to find on the table real cutlets, real potatoes, real bread and real claret. Gradually the unreal faded away from the stage of the London theaters. In "The Second Mrs. Tanqueray" real eggs and bacon were served at breakfast, while at the supper in the first act veracious fruit and wine, with equally authentic black coffee, made their appearance.

It is now quite certain as to when the practice of smoking real cigars and cigarettes began to prevail on the stage. Many low comedians of the last century when they played "Moll Flagon" used to smoke a pipe, but there is no absolute evidence as to whether real tobacco was smoked by Tony Lumpkin and his companions in the tavern scene in "She Stoops to Conquer," while as regards the stage cigar one of the earliest appearances of the genuine weed were those smoked by the late Alfred Wigan and George Vining in "Still Waters Run Deep." Some actors never smoke at all in private life, notably J. L. Toole, and that admirable comedian in scenes where the business of the stage compels him to use a pipe takes a few whiffs from a bowl containing dry camomile.

At present it is difficult to find a drama of modern life without several cigarettes in it—the cigar takes too long in smoking—and that manager would be accounted a very stingy individual if he expected the ladies and gentlemen of his company to pretend to drink 5 o'clock tea from empty cups or trifle with paper bread and butter. With two exceptions, however—the harmless boiled potato and the raw turnip munched by Audrey in "As You Like It"—vegetables have not come down to the footlights, but the present is a progressive age, and ere long it may be that real turtle soup and a real haunch of venison will be placed on the hospitable boards of our temples of the drama.—G. A. Sala in London Telegram.

#### A Modern Instance.

Mother—Yes, I know you and George are very devoted now, but are you sure that after marriage you won't tire of each other?

Daughter—Well, if we do, we can go into society, and I can join all the charitable associations and women's clubs, and he can join all the social and athletic clubs, and then we'll never see each other, you know.—New York Weekly.

This story is told of a master of Trinity college in days long gone by who had a partiality for figs. He held that there was one supreme moment in the existence of a fig when it should be eaten, not a minute before or after, and he watched over his fig tree with tenderness and devotion. It was a mild year, and the sun had done his best in the perfecting process, and hoping to enjoy his favorite fruit on the morrow the master wrapped a piece of silver paper round it, leaving it labeled, "The master's fig." What a very foolish thing to do with a few hundred "undergrads" about! The auspicious day dawned, and the master, looking at his watch for the last time, walked confidently across the quad. But imagine his dismay on finding his precious tidbit gone, and on the now empty packet the label, "A fig for the master."—Household Words.

#### Chateau Laette.

In 1793 the vineyard belonged to M. de Pichard, president of the Guienne parliament, and the republican leaders did a good stroke of business by guillotining him and appropriating his property. It was, however, soon sold by the state, and after passing from purchaser to purchaser at an average price of about \$40,000 it was bought some 25 years ago by Baron James de Rothschild for £180,000 and still remains in his family. About \$6,000 a year is spent on its cultivation. There is perhaps no wine that gains more by keeping, and some seven or eight years ago a bin of the vintage of 1864 fetched no less than 50 francs a bottle at Bordeaux itself.—Blackwood's Magazine.

#### All the Difference in the World.

Rural Magistrate—Konrad, you are charged with committing an assault on the night watchman.

Konrad—I only threw his jacket behind the stove.

Night Watchman—Yes, your worship, but I was inside the jacket, and that makes all the difference.—

#### Glaciers Seem to Glow in the Night.

After sleeping a few hours I stole quietly out of the camp and climbed the mountain that stands guard between the two glaciers. The ground was frozen, making the climbing difficult in the steepest places, but the views over the icy bays sparkling beneath the glorious effulgence of the sky were enchanting. It seemed then a sad thing that any part of so precious a night had been lost in sleep. The starlight was so full that I distinctly saw not only the bay, with its multitude of glittering bergs, but most of the lower portions of the glaciers, lying pale and spiritlike amid the huge silent mountains. The nearest glacier in particular was so distinct that it seemed to be glowing with light that came from within itself. Not even in dark nights have I ever found any difficulty in seeing large glaciers, but on this mountain top, amid so much ice, in the heart of so clear and frosty a night, everything was luminous, and I seemed to be poised in a vast hollow between two sides of equal brightness. How strong I felt after my exhilarating scramble, and how glad I was that my good angel had called me before the glorious night succeeding so glorious a morning had been spent!—John Muir in Century.

#### Effects of Smokeless Powder.

Mr. Hudson Maxim, the chemist, a brother of the inventor of the Maxim gun, has discovered an interesting fact in regard to smokeless powder. He finds that where the powder contains 50 per cent or more of nitroglycerin the heat developed is such that some of the carbon contained in the steel gun barrel combines with the carbon dioxide of the burning powder, with the result that the inner surface of the barrel is changed to wrought iron. It is thus greatly softened and quickly destroyed.

Phosphorus was discovered in 1669 by Brandt of Hamburg.

## KNUCKS' 4TH OF JULY

It was during the hottest hour of the hottest day thus far this season, when the streets of the city were like so many ovens, that a small boy presented himself at the office of the secretary of the Fresh Air Fund society.

There was little of boyishness in his face, and none of the elasticity of childhood in his step. He seemed weak, as if ill from the intense heat.

He removed his tattered hat at the door and stepped just inside, holding on to the door casing with one hand.

"Got a chance for me, sir?" he asked timidly.

"No, my boy," answered the secretary. "No one wants boys yet."

The lad made no answer. His weak, dragging footsteps carried him out of the building and down the hot street for a few blocks. Then he staggered a few steps, threw up his hands weakly, wavered blindly and fell in a heap on the pavement.

"Another sunstroke," said the policeman who picked him up.

Next day another boy came to the secretary's office with the question, "Any chance for me, sir?" And again the secretary answered that nobody wanted boys yet.

This boy limped on a crutch, for one of his legs hung withered and useless, but his limp was brisk, despite the heat and his evident weariness.

And when he heard the discouraging answer to his plea he limped out again briskly, and even whistled a few gay notes. But he stopped, when out of hearing, and one hand slipped furtively up and dashed a tear or two away.

Upon the following afternoon an entirely different sort of a visitor came to the office of the secretary of the fund. He was a tall, angular man and came striding briskly up the hot street, mopping his moist forehead with a red handkerchief.

He might have been less hot had he been so minded. He was walking unsheltered from the fierce glare on the sunny side of the street, and not only that, but was clad in a well worn pepper and salt suit of clothes amply warm enough for any weather short of freezing.

Instead of a straw hat he wore a thick black slouch. In addition he was striding along as if walking for a wager.

When he entered the office of the Fresh Air fund, the secretary looked up from his writing, then greeted him politely.

"Paul Hallett, I reckon?" inquired the newcomer.

"That is my name, sir. What can I do for you?"

"Well, you might remember me."

"I am sorry, but"—

"Not surpris'n. Name's Joplin—John Joplin from Colorado."

"Mr. Joplin, I hardly"—

"You remember Romford, up among the Connecticut hills? Remember the little yellow schoolhouse just across the brook? Remember the lanky Joplin boy?"

"I—why, of course I remember you, John Joplin," said Mr. Hallett, with a hearty ring in his voice. "And I am truly glad to see you again, old friend."

"That's good to hear. You're the same Paul."

"I don't know, John. Twenty and more years is a long time. How have they served you?"

"I've had my ups and downs," answered Mr. Joplin, "fought my fights and got my scars. Yes, twenty odd years is a long time, Paul. I didn't realize it till I walked under the elms up in old Romford the other day."

Mr. Joplin, in his well worn pepper and salt suit, did not look particularly prosperous, and the secretary was afraid that he had been obliged to save and hoard in order to make this journey back east to visit old friends.

But he was very glad to see him, and he was talking over old times when he was interrupted by the entrance of the lame boy who had come the day before and gone away disappointed with a whistle on his lips and tears in his eyes.

"Got a chance for me yet, sir?" he asked.

"Yes, my lad," the secretary answered. "I have just one chance for a boy. You can spend your Fourth of July week in the country? What is your name?"

As he spoke he held out a card.

"Hi!" The boy fairly snatched the card and hopped out of the room with a smothered whoop.

"Here! Here!" called the secretary after him. "What is your name?"

"Knucks"

The boy was already in the street and speeding along the pavement as fast as his crutch would carry him, and if there was any more of his name Mr. Hallett did not catch it.

"What's this business anyhow?" asked Mr. Joplin. "I don't exactly see through it."

Mr. Hallett briefly explained the society. Its beneficiaries were among the children of the very poor, who could never hope to escape for even a day from the exhausting heat of the stifling city unless helped.

Kind people living out in the cool country sent in their names signifying their willingness to entertain a girl or boy for a week. The society paid for the transportation of the children to and from the country.

"But very few of these kind people want boys nowadays," continued Mr. Hallett. "The little chaps are inclined to be riotous. Nearly every one has asked for girls of late. The boys do a good deal of mischief and behave, I presume, like wild Indians."

"Or just simply like boys?" suggested Mr. Joplin.

Mr. Hallett was in love with his work, poorly paid though his position was, and he told the man from Colorado a great deal about it. Mr. Joplin listened gravely.

"It's a good notion," he said, "and human."

And then little Knucks returned. He hopped in and laid the card on the desk.

"Here is the ticket bag again, sir," he said. "Let some other boy use it. I don't need it."

And he turned and started to hop from the room.

"But, my boy"—began Mr. Hallett.

"I don't need it," the lad repeated, hopping toward the door.

"But your country week?"

"I'm not goin'." He was outside of the door by this time.

Mr. Joplin's tall form uprose suddenly from his chair. He took a few long steps and placed his big hand on the lad's shoulder.

"Here!" he said, fairly propelling the little chap back into the room. "Come back here!"

"I'm not goin' to the country tomorrow," the lad persisted. "Lemme go, I'm busy!"

"Sit down there!" commanded Mr. Joplin.

Now, when Knucks had received the precious ticket entitling him to the country week he had down homeward as fast as his crutch would carry him.

Little Jimmy Patton, the sun stricken lad, lay on the brink little cripple's bed. He looked up weakly as his friend hopped into the room.

"I've got it, Jim!" Knucks cried eagerly. "I've got a ticket for one, an you can go to the country tomorrow!"

"You'll get well now, old man!" cried Knucks. "An, Jim, you jest remember everything you do an see an hear fer ter tell me."

The sick boy held out the ticket.

"I ain't goin', Knucky," he said. "You are the one that got the ticket; you are to go!"

Mr. Hallett was a keen questioner, and it was not long till he had the whole story.

"Course I wouldn't listen to him," said

Knucks in telling it. "But it's no use," he says I got the ticket an I've got to go on it."

"Well, why don't you?" said Mr. Hallett. "Me?" The boy's tone was defiant, but he looked worried and troubled, more than he would tell. "Me go? Who'd take care of him while"—His voice shook, and he started to hop from the room. "Keep your ticket," he jerked.

"Sit down there again," said Mr. Joplin. "Here, little feller, both of you can go to the country."

Knucks had sat down, and now for a moment he stared at the man in the pepper and salt suit.

"There's only one ticket," he faltered finally.

"Hang tickets!" cried Mr. Joplin. "You fellers are goin' with me. Tomorrow's the Fourth of July. I'll give a potlatch. I—sit along with you. Tell the other little feller that both of you are goin' to the country with me tomorrow. Say, hold on. Any more sick boys you know of? Invite 'em all!"

"John," interrupted the secretary.

"Invite 'em all," said Mr. Joplin, talking him down. "You've got to have a crowd when you give a potlatch. Hold on! Better let Mr. Secretary do the invitin' But you and the other little chap be on hand here at this office by sun up. Don't forget!"

Knucks glanced at the secretary inquiringly and got a reassuring nod. He flew for home as fast as he could possibly go, wholly unmindful of the heat, and told the glorious news. Jim immediately sat up in bed declaring that he felt well.

"But what's a potlatch?" he asked presently.

"I dunno," answered Knucks, "but it's something good."

Next morning a mob of children stood collected at the door of the Fresh Air society before the sun rose. They were all boys.

Such a crowd of weanklings as they were—white faced, skimpy little fellows—but every face ashine with eagerness.

While Mr. Hallett had been issuing the invitations the giver of the potlatch had been equally busy. He had strolled hither and thither, made purchases and sent telegrams.

Presently all was ready. Across the ferry they were bundled into the cars, and a variety of boxes of all sizes were thrust into the express car, and away they went.

It was still early in the forenoon when they reached their destination—a pretty green bowered country village that Mr. Hallett had recommended—and there was a brass band at the depot to meet them.

"We're here, fellows!" cried Mr. Joplin to his boys. "This is the place. It's out in the open air, and today's the Fourth of July. Yell all you want to. The band will now play."

The musicians headed the procession of whooping lads to a pleasant grove just outside of town. The boys who couldn't run walked, and those who couldn't walk rode in a long wagon on top of the boxes that had come from the city.

As they entered the grove little Jim, who was riding on the seat beside the driver, lifted his thin face to sniff the breeze that blew fresh and odorous from the trees.

"Smell the green, Knucks," he cried, turning to his comrade who was perched on one of the boxes in the wagon. "Oh, smell the green!"

"The first thing," said Mr. Joplin's big voice, "is to eat. Some of us didn't have as much breakfast as we wanted, and mebbly some of us didn't have any at all. So eat now, fellers, and talk later on."

All those urchins fell upon that long table almost like as many ravenous wolves. And then in a moment Jimmy whispered something to Knucks, and Knucks hopped over to where Mr. Hallett was and whispered to him:

"Mebby we oughtn't to eat too much, sir. It costs lots of money, an perhaps Mr. Joplin"—

"Mr. Joplin is the owner of a great cattle ranch out in Colorado," answered Mr. Hallett. "He can afford this."

"We didn't know," said Knucks. "His pepper an salt suit looks kinder—well, we—we didn't know."

And when Mr. Hallett told the man from Colorado what Knucks had said Mr. Joplin laughed a big, hearty "Haw! Haw!" and then he looked himself over, and then he colored, and then he laughed again.

When they had all eaten and were filled, Mr. Joplin stood up at the head of the mighty breakfast table in his seedy pepper and salt, and he said rather awkwardly:

"I asked Mr. Hallett to make you a speech, but he says I've got to do it. I haven't much to say. This is the Fourth of July. It's the proper thing to read the Declaration of Independence on the Fourth of July, but the only Declaration of Independence we're goin' to have here is that we're goin' to do just exactly as we please all day long."

"We're goin' to yell as much and as loud as we please. There are two big boxes of firecrackers over there, and we're goin' to help ourselves to all we want and shoot till they're all gone."

"We're goin' to eat again at 1 o'clock and again at 6 o'clock, and we've got to keep busy in the meantime, or we won't have good appetites."

"After dinner the ice cream freezers will be opened, and every feller will grab a spoon. There are four or five barrels of red apples. The heads will be knocked in pretty soon, and we'll fill our pockets and hats."

"This is my potlatch, understand, and everybody takes all he wants and does what he pleases with it. Fall into the brook if you want to, or eat yourselves sick, or break your arms; it's all right. A doctor goes with the rest of the potlatch if you need him. We"—

"Oh, John, that is not the way to talk to them," interrupted Mr. Hallett.

"I'd like to know why it ain't," answered Mr. Joplin. "A potlatch that ain't a free pitch in ain't no potlatch at all. Well, then, I'll make this condition: No boy shall take advantage of any smaller boy. If he does, I'll thrash him."

"So will we!" yelled the boys.

"I think I ought to add something to what Mr. Joplin has said," spoke Mr. Hallett. "In the first place, I presume you are puzzled to know what a potlatch really is. I was myself till Mr. Joplin explained."

"Away out west, among certain tribes of Indians, when a savage aspires to stand high among his fellows he saves up blankets and all sorts of desirable articles till he has as great a store of them as possible. Then he invites his tribe to a feast and gives away all the accumulation."

"It makes a beggar of him for a long time, but he has won the esteem of his tribe as long as he lives. Mr. Joplin has given you a potlatch of happiness, and I think he has won more than the giver of an Indian potlatch ever won."

"Hurrah! Yes, sir-ee!" whooped the boys.

"Tell 'em what made me give it," said the man from the west.

And Mr. Hallett told in a few simple words the story of the selfishness of Jimmy and Knucks. And the boys, being boys, only whooped, but their whoops meant a great deal.

And not once during the whole Independence day did one of them impose upon another, nor break anything, nor commit any act that could make the giver of the potlatch regret in the slightest degree what he had done.

During the afternoon Mr. Joplin arranged with various families in the village to take care of such boys as needed more than a day of the country air as long as they might require it, and the next week Knucks and Jimmy found that it was all settled that they should live in the country for a year at Mr. Joplin's expense.

At night, after the fireworks had been shot off and it was time to begin the march for the train, the boys cheered for Mr. Joplin till they could have been heard nearly a mile, and when they stopped Mr. Joplin said:

"Thank ye, fellers."—T. P. Morgan in Boston Herald.

The August Number of Billboard will be a Special Issue  
SEND IN YOUR ADVERTISEMENT NOW.

## The Rochester Bill Posting Co.,

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributors and General Advertisers.

No. 16 and 18 Mill Street, ROCHESTER, N. Y.

New York, June 10th, 1895

EDITOR BILLBOARD ADVERTISING,

Dear Sir:

Per request from the president of the Bill Posters Association to suggest anything that would be helpful to the bill-posting interests of the country, we have this day forwarded a duplicate of the enclosed to the president of the Association with request to bring the same before the convention at Detroit, July 11th, 12th and 13th.

Very truly yours,  
THE O. J. GUDE CO.

### To Prevent Misunderstandings Between the Bill Posters and Commercial Advertisers.

The best time to straighten out a misunderstanding is before it occurs.

More than from any other cause has ill feeling been created between the Bill Posters and their customers through a lack of proper notification being sent out of any changes in prices of posting or any other rulings that affect the advertiser.

When an advertiser sends a lot of paper to a Bill Poster at the same price as he has had the work done before, he naturally expects it to be posted at the old price.

If, in the two or three months that may have intervened, the Bill Poster has changed his rate, he will write a letter to the advertiser saying that his price has been advanced and refuse to post the paper unless the higher price is paid. The advertiser naturally kicks; threatens to order the paper back, but on account of other arrangements that he has made, finds that he must have the paper put out, consequently pays the advanced price, but thinks that the Bill Poster has played him a sharp trick, and never forgets it.

The result is a feeling unfavorable to the Bill Poster, the creating of a disposition to spend the money through other advertising mediums and a tendency to talk against bill posting to other advertisers rather than in its favor.

One such discontented advertiser can do more to injure the interests of the trade at large than the favorable expressions of ten other advertisers can overcome.

To avoid these unfortunate situations which have been of very frequent occurrence we would urge the adoption of the following.

#### SUGGESTION.

Thirty days before any changes in prices, methods of handling paper or discrimination of any kind, nature or description that affect the advertisers, an official notification of such changes shall be mailed by the Bill Poster to every advertiser, contracting agents, and such other parties as are liable to be affected directly or indirectly thereby.

We believe that the result of the adoption of this suggestion by all bill posters would be very beneficial and do much

towards overcoming a certain amount of prejudice that now exists and is very detrimental to the bill posting interests.

During the last year the National Association of Bill Posters has made several rulings that have been found to be impractical and detrimental to the interests of the bill posters and the advertisers; and they have become dead letters without the formality of the concerted action of the Association.

In several cases members that have notified to live up to these rules have endeavored to do so after their impracticability has been demonstrated by others, and placed themselves in a very embarrassing position, lost hundreds of dollars worth of business and made the Association a mark of ridicule by advertisers and other business men.

To avoid any repetition of such misfortunes, we would suggest that before any ruling that affects the commercial advertisers is submitted for the consideration of the convention, the practicability of the same should be submitted to the opinion of three or four business men who are familiar with the temperament of the advertisers and know what they will stand. These opinions to be quoted to the convention to assist their decision.

THE O. J. GUDE CO.,  
New York, June 10th, 1895

BILLBOARD ADVERTISING suggests that all notifications of changes and prices as suggested by Mr. O. J. Gude be advertised in BILLBOARD ADVERTISING, instead of being made known by circulars. The notice of change will be more widely disseminated and far more economically accomplished. BILLBOARD ADVERTISING is the official organ of the Association. —Why not?

### NEW YORK BILL POSTERS.

The Semi-Annual Convention of the New York State Bill Posters' Association was held at Syracuse, N. Y., May 6, 1895. Wm. J. McAllister, Troy, President; Jas. H. Staats, Lockport, Secretary.

The following resolutions were introduced and unanimously adopted.

**Resolved,** That this Association fully appreciates the great benefits derived through the efforts of Mr. Edward A. Stahlbrodt, representative of the National Bill Posters' Association, with offices at New York City and that we appoint him representative of this Association.

**Resolved,** That on and after this date the members of this, the New York Bill Posters' Association, do hereby agree that all "National work" must be contracted through the office of our New York Agency, Edward A. Stahlbrodt, representative, and that we will not accept work of that nature only through said New York Agency.

WHEREAS, Our secretary has been officially informed by a reading of stenographic report of the hearing in the case of the O. J. Gude Co. against Edward A. Stahlbrodt, a brother bill poster, and of

## THE ERIE BILL POSTING CO.

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributors and General Advertisers,

No. 10 North Park Row. ERIE, PA.

the ungentlemanly and unbusinesslike methods pursued by the above firm referred to, in causing that gentleman's arrest by the United States government on a false charge of "defamation of character;" and,

WHEREAS, They did their worst and used their utmost endeavors to have the said Edward A. Stahlbrodt held for the United States grand jury, but were frustrated in their evil designs upon the good character of one of our number; and therefore, be it

**Resolved,** That we, the members of the New York State Bill Posters' Association, in convention assembled this 6th day of May, 1895, do hereby most emphatically denounce and depreciate the motive that prompted the harsh and unbusinesslike methods pursued by the said O. J. Gude Co.

BOSTON billboards and newspaper columns are literally given over to Buffalo Bill's Wild West Show and Ringling Brothers' Circus, and the small boy is supremely happy.—*Profitable Advertising.*

BILLBOARD ADVERTISING is going to the Convention—that is to say the editor will be there.

NOT only bill posters, but advertisers poster printers, circus proprietors and agents are invited, and will be allowed, under certain restrictions, to participate in the deliberations and proceedings. This broadens the scope of the convention and lends an added dignity and force to the conclusions reached.

WE notice the billboard at the corner of Tremont and Beacon streets has taken on new paint, fashioned to suit the several advertisers who have recently bought space on the same. Since we gave an illustration of this board in our April issue, showing the work of Donnelly, the "space" has changed hands, and is now controlled by the Boston Advertising Company. Mr. Donnelly probably made the best bid for the board, but we suspect the owners of the old old Tremont House never quite forgave him for covering the old house with theatrical posters shortly before its destruction. It was all right with the hotel proprietor but not quite to the fancy of the owners of the building. Big scheme, tho'! The fame of it even spread abroad, and the *Bill Poster* of London had considerable to say about it.—*Profitable Advertising.*

There are many different people with many different wants. The wise advertiser adapts his advertising to the people he seeks to interest.

A one color trade mark or emblem, would be considered a great boon by many members of the A. B. P. A.

### THE HIGHEST RENTAL.

What is probably the highest rental in the world for a billboard location is that paid by Van Buren & Co., of New York City, for the corner of 37th and Broadway of that city. It is one hundred and four feet on Broadway, and one hundred and seventy five feet on 37th street, and costs Messrs. Van Buren & Co \$5,200.00 per year. It is a triple deck board, and is always covered though the rate is 35 cts per week.

This board, by the way, is one of the most eloquent arguments obtainable against the establishment of an arbitrary and inflexible scale.

The advocates of a uniform rate or scale which will establish one price for both large and small cities and that scale to be absolutely rigid, and inflexible, will do well to bear in mind that the law of supply and demand is a much greater factor than a resolution passed by a convention. Merchants and manufacturers advertised long before their appropriations included ought for the boards and they can do it again. Then to many bill posters in the smaller towns or cities, being deprived of the only competitive method at their command, would suffer in comparison with the large centers.

BILLBOARD ADVERTISING hopes that the attitude of the convention at large toward the two rival factions will be one of conciliation. Stahlbrodt *et al* have done much for bill posters, and by that same token so has O. J. Gude, whose cause is likely to be championed by president Campbell and his following. It goes without saying that these gentlemen will differ on many important points and it behooves all to see that they differ with becoming courtesy and dignity, and that perfect harmony be once more restored before the convention adjourns. The good of the craft demands it. The members have no alternative other than to insist that the breach be closed.

The following printing houses are issuing numerous commercial designs in stock posters:

Libbie Show Print, Boston, Mass  
W. J. Morgau & Co, Cleveland, O.  
Sackett & Wilhelms Litho. Co, New York City.

Enterprise Show Print Co., Cleveland  
Hennegan & Co., Cincinnati, O.  
The Donaldson Litho. Co., Cincinnati  
Bill posters soliciting orders for their goods receive a commission besides creating a market for their boards. When you write for samples mention BILLBOARD ADVERTISING.

The vandal who defaced Lovers' Leap, on the C. & O. R. R., by painting the H. J. R Cigar sign on it, dealt a severe blow to Mural Advertising. It is a pity that he cannot be adequately punished.

The billboards continue to find increasing favor among advertisers. Their real value is just becoming known.

### Canadian Duties.

On Amusement Display Printing Unjust to the United States Lithographic and Descriptive Printing Establishments and Theatrical and Circus Companies that Tour Canada. Why Such Duties Should be Abolished or Considerably Reduced.

Every theatrical company, circus and ball entertainment that plays in the Canadian cities and towns are organized in the United States. We can confidently say that almost all of the printing used to announce the various attractions that tour Canada is bought in the United States, for the simple reason that the printing could not be secured in Canada, as there are no establishments in Canada that print this class of work, and by admitting, free of duty, amusement display printing into Canada, it would not be a competition or detrimental to the printing industry of Canada.

Even if Canada had printing houses that did this style of printing, their competition with the United States firms would be small, as it would not be profitable or good business judgement for the proprietor of an amusement enterprise to buy his printing in Canada. Theatrical companies that play in Canada make the tour of the Dominion in one or two months of the season, so he could not afford to pay duty on printing three-fourths of the regular season while playing in the United States.

On an average, the theatrical business done in Canada is about one third less than it is in the same number of towns or engagements played in the United States, and the territory for amusements of the States is so extensive that it is not necessary for an attraction to play in Canada. All the Canadian theatre-goers depend upon the United States for the big majority of their dramatic, operatic and circus amusements.

The printing used to announce to the Canadian public what the attractions are, costs about one-third as much more to use in Canada as it does in the United States, on account of the Canadian import duties on printing.

Therefore it would be justifiable to wholly abolish or reduce the United States and Canadian import duties on amusement display printing. This would be reciprocal.

The following will explain the Canadian import duties on amusement printing:

We will say that an assortment of lithographs, stands and descriptive printing to advertise Toronto, Canada, costs about \$60.00, and weighs about 25 lbs. The duty of 10 per cent. per lb., amounts to \$8.50 and the duty of 20 per cent. on the value, \$12.00 \$20.50

The duties increasing the original cost on \$60 worth of printing, \$20.50, on an average of about one third more on every consignment of display printing that is used in Canada.

By admitting display printing into Canada free of duty, more and better equipped amusement enterprises from the United States would undoubtedly tour the Dominion of Canada, which would increase the business of the Canadian railroads, newspapers, hotels, bill posters, transfer companies, more pay to the attaches of the theatres, and better financial results to the proprietors and managers of theatres and halls, and cir-

culate more money into the channels that directly or indirectly have dealings with amusement enterprises of all descriptions; also giving the Canadian theatre-goers opportunities of seeing larger and finer attractions than heretofore.

I submit the following suggestions to bring the above before the proper persons for discussion and legislation in the Congress of the United States and the Legislative body of the Dominion of Canada:

A committee, with authority, to be appointed, representing several large printing establishments of the United States.

Similar arguments to the foregoing to be printed in letter form, with subscribing sheet for signatures to be mailed to the individual members of both branches of the United States Congress, and to the Legislators of the Dominion of Canada, editor of every newspaper in Canada for publication.

To the Managers in the profession here and in Canada, printing houses of the United States, railroads, hotels, transfer companies, and bill posters of Canada.

WM. BAUER.

GEO. W. JACKSON, of Wilmington, Del., is probably the oldest bill poster in the United States now actively engaged in the business. He has been identified with bill posting and distributing since 1853.

JOHN CHAPMAN, founder of the John Chapman Co., of Cincinnati, O., probably ante-dates Mr. Jackson, but he is no longer actively engaged in the business.

FIFTH ANNUAL CONVENTION of the Associated Bill Posters' Association, Detroit, Mich., July 9, 10, 11 and 12

"I TOLD you you would be seeing snakes if you didn't stop," said the physician. "Snakes!" shrieked the sufferer, "snakes are not in it at all. I shouldn't mind snakes. I see modern art posters!" —*Cincinnati Tribune.*

### COUNTRY POSTING.

A correspondent, writing in the columns of *Fame* a few weeks ago, on the "Organization of Advertising" discusses the relative value of Posters, Circulars, and Newspapers as a means of publicity. The writer is a gentleman whose opinions are of value, inasmuch as he has made Advertising a special study for many years past, and says that he thinks he must have written no less than 150 pamphlets for various kinds of advertising. The conclusion to which he has come, speaking generally, is that newspapers are the cheapest medium for advertising, pamphlets next, and then posters. These conclusions are not wholly speculative, he says but are based on some little experience. Now it cannot be expected that we should be able to endorse this opinion—albeit it is the opinion of one with some authority. We read further, therefore, as to his opinions about posters, and cannot but feel that his experience with regard to them has only been very limited in scope, for what does he say: "About posters it must be confessed that the preliminary outlay on a poster worth posting is somewhat dispiriting, and (so far as "London hoardings go) I think the "minor advertiser will have to defer the "use of a poster. In the country he may

"probably use one with considerable economy, and a good prospect of success. The competition of rival posters for attention is not so keen there—by rival posters, I mean not necessarily "those of rival goods, but any poster "that, by its own content, tends to "distract attention—and a bill less than "excellent has consequently a good "chance. Beside which, the cost of wall "space is not so great, and may sometimes be *nil*; while the actual labour "of posting is more cheaply purchasable "in rural districts."

What do the members of our great provincial firms say to this? We think that they would tell Mr. Russell that he is altogether in error with regard to many of the statements he makes. The competition of rival "posters" is as keen in the country as it is in London so far as all the large centres are concerned. A bill less than excellent has no better chance of attracting attention there than in London. To say nothing of the marvellously attractive bills issued from the provincial theatres week by week, commercial firms are fully alive to the need of effective posters. Again, the cost of wall space is in many of the large towns equal to what it is in London, and in none of them that we are acquainted with is it as the writer says—*nil*. Wages, too, are very little below the London rate.

If there are as he says, any rural districts where the cost of wall space is *nil*, it would be the rankest injustice to any intending advertiser to suggest to him that he should put up his bills there. He would get less than nothing for the nothing he pays; for his bill would be quickly covered by some other, and not only do no good but be completely wasted. The day of *nil* spaces is quite past, never to return. It is only when a billposting firm is able to offer to its clients that protection to which they are entitled that results can be in any way satisfactory. Space that is *nil* and labor that is *cheap* cannot be expected to produce anything but unsatisfactory results. It is indeed money wasted to make use of either.

We cannot believe that the writer has had much experience in posting the country, or he would not commit himself to such palpable errors in his statements and if the premises from which he starts are so wide from the mark, what confidence can there be that his conclusions are any better worth attention?

It would be invidious to mention names, but there are numerous firms who have for very many years continued to use the poster as a means of advertising, who use it still, and seem likely to go on using it for ever. There are also numerous cases where firms of recent years have taken up the poster, and finding it has sent up their sales enormously continue to use it, and to use it in preference to either the pamphlet or the newspaper. Would these firms do this if results did not justify it? No doubt judicious advertising is good in whatever direction it may be taken up, and injudicious advertising is wasteful no matter in what direction it is placed. All advertising, needs to be thoroughly and carefully organized, and when that is done, there is scarcely any branch of business in which it will not be found that the use of posters will yield a greater return in proportion to the outlay than any other possible means of advertising.—*The Bill Poster, London, England.*

### PRINTERS' GOSSIP.

THIS column, which appeared for the first time in our June issue, was favorably received on all hands. We invite suggestions and correspondence with a view to its improvement.

W. J. WINTERBURN was a caller June 20th. He informs us that his arrangements are well under way, and that his new office will be in running order by September 1st. The capital stock will be \$5000.00, of which \$2700.00 has already been subscribed.

The annual meeting of the Show Printers' Association, which was called for June 3rd, did not take place. There has been a noticeable lack of interest among the members for some time past, but Mr. Dando, ably seconded by Mr. Moncreif Clelland, has tried manfully to hold the organization together in the face of a most discouraging outlook. Their efforts have at last been recognized and will finally be accorded the support they deserve, as a few of the most important houses have determined to maintain the organization at any cost. Mr. Dando will be continued at the head of the movement as heretofore.

JUST why the Show Printers' Association was allowed to languish and almost pass out of existence is past understanding, especially just at this time, when the firms in this line of business are passing through an ordeal the like of which has never been known. The reason, if there be any lies in the apathy of a few members of the calling, whose methods, lack of enterprise, and petty jealousies preclude all possibility of their uniting in support of a movement which has for its object the improvement of the trade in general. Narrow minds like theirs can not contemplate prosperity in a competitor, even though the means which secures it benefits them four fold as much as the rival house. Broader minds, however, predominate, and Mr. Dando will consequently be enabled to give the craft the much-needed reform and accompanying protection.

PRINTING houses, especially poster printers cannot find a better advertising medium than BILLBOARD ADVERTISING.

SHOW printers, poster printers, and printers who make a specialty of distributing matter, are all invited to attend the convention of the Associated Bill Posters' Association, at Detroit, July 9, 10, 11 and 12. It is to be hoped that as many as possible will avail themselves of the invitation, as a more intimate relationship and intercourse between the members of the two callings is greatly to be desired.

THE Libbie Show Print, of Boston, Mass., continue to be very busy.

PRINTERS will do well to bear in mind that BILLBOARD ADVERTISING reaches every prominent advertiser in the country. An advertisement changed monthly will prove a very profitable investment indeed.

BILLBOARD ADVERTISING for August will contain a complete account of the proceedings of the Detroit convention of the A. B. P. A. As the free list will be entirely suspended, it behooves parties interested therein to subscribe now.







Carrollton, Carroll County Agricultural Society, David Hayer, pres., T. J. Saltsman, treas., C. A. Tope, sec'y, Sep. 24 to 27.

Columbus, State Fair, W. W. Miller, sec'y, Sep. 2 to 8

Coshocton, Coshocton County Fair Association, Ed. L. Robinson, sec'y, Oct. 8 to 11.

Delaware, Delaware County Agricultural Society, A. Furniss, sec'y, Aug. 27 to 30.

Eaton, Preble County Fair Association, Henry H. Farr, sec'y, Sep. 24 to 27.

Elyria, Lorain County Agricultural Society, J. L. Reed, pres., J. K. Willard, treas., A. S. Thomas, sec'y, Sep. 18 to 21.

Findlay, Findlay Fair Association, M. C. Greer, pres., H. F. Hoeler, treas., A. S. Thomas, sec'y, Sep. 18 to 21.

Fostoria, Northwestern Ohio Fair Association, C. German, pres., J. L. Macey, treas., C. M. Hughes, sec'y, Sep. 3 to 6.

Fremont, Sandusky County Agricultural Society, S. H. Cole, pres., T. A. Lang, treas., Jas. A. Smith, sec'y, Sep. 24 to 27.

Gallion, Free Fair in September.

Gallipolis, Gallipolis Fair Association, E. Betz, pres., C. E. Clark, treas., F. T. Wall, sec'y, July 30 to Aug. 2.

Georgetown, Brown County Agricultural Society, V. K. Thompson, pres., J. W. Hedrick, sec'y, Oct. 1 to 4.

Greenfield, Greenfield Fair Association, H. G. Simon, pres., E. A. Squier, treas., F. M. Robinson, sec'y, Aug. 26 to 30.

Hamilton, Butler County Agricultural Society, S. K. Hughes, pres., F. W. Whitacre, treas., W. C. Shepherd, sec'y, Oct. 1 to 4.

Hicksville, Hicksville Fair Association, W. H. Harter, pres., J. E. Coburn, sec'y, Sep. 10 to 13.

Kenton, Hardin County Fair Association, A. M. Rice, sec'y, Sep. 17 to 20.

Lancaster, Fairfield County Fair Association, Jacob Claypool, pres., A. C. Vorys, treas., W. T. McClenaghan, sec'y, Oct. 8 to 12.

Lebanon, Warren County Fair, Huse Bone, pres., F. M. Cunningham, treas., Geo. W. Carey, sec'y, Aug. 20 to 23.

Lima, Allen County Fair, Miner A. Atner, sec'y, Sep. 3 to 6.

London, Madison County Agricultural Society, A. A. Wilson, pres., J. M. Lewis, treas., E. H. Frazier, sec'y, Sep. 10 to 13.

Manchester, Manchester Fair Association, W. H. Pownall, pres., J. A. Shriver, treas., J. W. Jones, sec'y, Sep. 4 to 6.

Mansfield, Richland Agricultural Society, Jerry Needham, pres., M. D. Ward, treas., Newton Charles, sec'y, Sept. 10 to 13.

Marysville, Union County Agricultural Society, C. S. Chapman, pres., J. J. Wats, treas., E. W. Porter, sec'y, Sep. 24 to 27.

McConnellsville, Morgan County Fair, John G. Walker, pres., J. C. Elshiny, treas., C. V. Harris, sec'y, Sep. 3 to 6.

Medina, Medina County Agricultural Society, F. A. Branch, pres., A. T. Spitzer, treas., Hiram Goodwin, sec'y, Sep. 3 to 6.

Mechanicburg, Central Ohio Fair Association, J. F. Kimball, pres., D. W. Rutall, treas., Frank V. Barr, sec'y, Aug. 6 to 9.

Millersburg, Holmes County Fair, Sep. 24 to 27.

Mt. Gilead, Morrow County Agricultural Society, W. O. Thunna, pres., O. J. Miller, sec'y, Oct. 1 to 4.

Mt. Vernon, No Fair 1895.

New Bremen, New Bremen Tri-County Fair, Henry Hillbusch, pres., Wm. Nieter, treas., Fred Wiemeyer, sec'y, Aug. 27 to 30.

New Lexington, New Perry County Fair, B. B. Wright, pres., F. E. Fox, treas., Jas. E. Curran, sec'y, Aug. 26 to 30.

New Lisbon, Ed. F. Moore, sec'y, Sep. 17 to 19.

Norwalk, Huron County Fair Association, John Laylin, sec'y, Sep. 4 to 6.

Ottawa, Putnam County Agricultural Society, A. L. Paul, pres., G. H. Rice, treas., A. P. Sandles, sec'y, Oct. 1 to 3.

Salem, Wm. G. Bentley, sec'y, Sept. 10 to 13.

Sandusky, Erie County Agricultural Society, S. C. Wilcox, treas., John T. Mack, sec'y, Sep. 17 to 20.

Seth, Clarke County Fair Association, C. Stewart, pres., G. H. Garlough, treas., Wm. Jenkins, sec'y, Aug. 27 to 30.

Shelby, Shelby County Agricultural Institute, Fair, H. Gahrlic, pres., O. B. Taylor, treas., G. C. Anderson, sec'y, Sep. 17 to 20.

Smithfield, Jefferson County Fair, A. L. Sutherland, pres., Chas. McKinney, treas., J. O. Sprinkle, sec'y, Sep. 24 to 27.

Springfield, Clark County Fair, Wm. Jenkins, sec'y, P. O. Seth, O. Aug. 27 to 30.

St. Clairsville, Belmont County Agricultural Society, John Sidebottom, pres., E. G. Amos, treas., T. C. Ayers, sec'y, Sep. 24 to 26.

Toledo, Tri-State Fair Association, J. F. Fitzsimons, sec'y, Aug. 26 to 31.

Troy, Miami County Agricultural Society, T. S. Scott, pres., A. McCurdy, treas., W. I. Tenney, sec'y, Sep. 23 to 27.

Upper Sandusky, Wyandotte County Agricultural Society, G. W. Child, pres., Henry Kear, sec'y, Oct. 8, 9, 10 and 11.

Urbana, Champaign County Agricultural Society, C. H. Ganson, pres., H. P. Wilson, treas., J. W. Crowl, sec'y, Aug. 29 to 31.

Van Wert, Van Wert County Agricultural Society, J. S. Stuckey, pres., O. J. Swartout, sec'y, Aug. 20 to 23.

Wapakoneta, Auglaize County Fair, J. T. Van Horn, pres., Frank Rigdon, treas., M. J. Crawford, sec'y, Oct. 8 to 11.

Washington, Guernsey County Fair, Dr. G. H. Stout, pres., V. D. Craig, sec'y, Sep. 24 to 27.

Washington C. H., Fayette County Fair, L. C. Mallow, pres., F. G. Carpenter, treas., Willis N. Allen, sec'y, Aug. 13 to 16.

Wauseon, Fulton County Agricultural Society, L. G. By, pres., J. W. Howard, treas., Thos. Mikesell, sec'y, Sep. 17 to 20.

Wellington, Wellington Union Agricultural Society, H. C. Harris, sec'y, Aug. 21 to 23.

West Union, Adams County Agricultural Society, J. S. Coleman, pres., Henry Scott, treas., Sep. 10 to 13.

Wilmingon, G. P. Thorpe, sec'y.

Winchester, Adams County Fair, Sep. 17 to 21.

Woodfield, Monroe County Fair Association, W. C. Mooney, pres., Geo. P. Dorr, sec'y, Sep. 10 to 13.

Wooder, Wayne County Agricultural Society, Wm. Armstrong, pres., W. A. Wilson, treas., I. N. Kinney, sec'y, Sep. 17 to 20.

Xenia, Green County Agricultural Society, R. R. Grieve, sec'y, Aug. 13 to 16.

Youngstown, P. Baldwin, pres., J. H. Kuhlman, sec'y, Sep. 24 to 26.

PENNSYLVANIA.

Allentown, Lehigh County Agricultural Society, Jeremiah Roth, pres., Victor D. Barner, treas., W. K. Mohr, sec'y, Sep. 23 to 27.

Apollo, Adams and Westmoreland Agricultural Society, M. L. Unzapher, pres., S. M. Nelson, treas., H. G. Kinter, sec'y, Sep. 10 to 13.

Beaver, Beaver county Agricultural Society, W. H. Partington, pres., Frank Moore, treas., E. P. Kuhn, sec'y, Sep. 24 to 27.

Berwick, Berwick Fair Association, Jos. H. Eck, pres., B. D. Freas, treas., John W. Evans, sec'y, Oct. 2 to 5.

Bethlehem, Great Inter-State Fair, Wm. Lovatt, pres., H. H. Dash, treas., H. A. Groman, sec'y, Sep. 17 to 20.

Bloomsburg, Columbia county Agricultural Society, John S. Mensch, pres., Jas. C. Brown, treas., A. N. Kost, sec'y, Oct. 1 to 3.

Brookville, Jefferson County Fair Association, A. D. Long, sec'y, Fair in September.

Burgertstown, Union Agricultural Association, Wm. Melvin, sec'y, Oct. 1 to 3.

Butler, Butler Agricultural Society, W. P. Roess, sec'y, Sep. 3 to 6.

Cambridgeport, Central Crawford Agricultural Society, Clark D. Eckels, pres., J. R. Hertz, treas., Albert S. Faber, sec'y, Sep. 24 to 27.

Lehighton, Carbon County Industrial Society, Wm. E. Ash, pres., Val Schwartz, treas., C. B. Bower, sec'y, Sep. 10 to 13.

Lewistown, Lycoming County Agricultural Society, Andrew Ruhl, pres., Geo. R. Long, sec'y, Sep. 24 to 27.

Lewistown, Mifflin County Agricultural Society, Jas. H. Sigler, pres., Thos. W. Moore, treas., A. T. Harton, sec'y, Dec. 10 to 12.

Likens, Lykens Agricultural Society, Dr. A. G. Stanley, pres., Jos. Kramer, treas., A. Long, sec'y, Aug. 21 to 23.

Mansfield, Mansfield Fair Association, J. M. Barden, pres., W. D. Husted, treas., J. A. Elliott, sec'y, Sep. 24 to 27.

Mercer, Mercer Central Agricultural Association, John T. Gill, pres., John P. Orr, sec'y, Sep. 10 to 12.

Montrose, Montrose Agricultural Society, W. A. Titowate, sec'y, Oct. 1 to 3.

Nasareth, Northampton county Agricultural Society, Wm. F. Beck, pres., J. J. Maus, sec'y, Oct. 1 to 4.

New Castle, Lawrence county Agricultural Society, Wm. E. Lockhart, pres., Hon. A. L. Martin, sec'y, Last week in August.

Newport, Perry County Agricultural Society, D. H. Shibley, pres., F. A. Fry, sec'y, Sep. 17 to 20.

Orwigsburg, Schuylkill county Agricultural Society, C. Brown, pres., Harry D. Koch, treas., John C. Beck, sec'y, Sep. 3 to 6.

Oxford, Oxford Agricultural Society, Wm. H. Hogg, pres., Milton Alker, sec'y, Sep. 24 to 27.

Parker, Parker Agricultural Association, S. W. Cox, pres., T. Cohen, treas., G. A. Needle, sec'y, Sep. 10 to 13.

Port Royal, Port Royal Fair Association, D. W. Goss, pres., W. R. Wharton, sec'y, Sep. 10 to 13.

Pottstown, Montgomery, Berks and Chester Agricultural Society, John Todd, pres., Calvin Fegaly, treas., E. P. Ancona, sec'y, Sep. 3 to 6.

Radeig, Berks County Agricultural Society, Jas. McDowan, pres., Milford N. Ritter, treas., Cyrus T. Fox, sec'y, Sep. 10 to 13.

Scranton, Scranton Fair Association, E. J. Woodwin, sec'y, July 2 to 5.

Shamokin, Schuylkill Agricultural Society, Wm. Burry, pres., John Mullen, treas., A. G. Marr, sec'y.

Stonewall, Mercer County Agricultural Society, R. J. McClure, pres., R. P. Cann, treas., J. P. Hines, sec'y, Sep. 24 to 26.

Stroudsburg, Monroe County Agricultural Society, J. S. Williams, pres., R. B. Keller, treas., T. J. Brown, sec'y, Sep. 3 to 6.

Tarentum, Tarentum Fair Association, G. A. McWilliams, pres., Geo. W. Smith, treas., W. H. McCullough, sec'y, Aug. 27 to 30.

Titusville, Oil Creek Valley Agricultural Association, Thos. Parrell, pres., Wm. W. Lewis, J. H. Cogswell, sec'y, Sep. 10 to 13.

Troy, Troy Farmers Club Fair, John F. Hunt, pres., Samuel Poweroy, treas., Nelson A. Maynard, sec'y, Sep. 10 to 13.

Uniontown, Fayette County Agricultural Society, W. S. Craft, pres., W. V. Parshall, sec'y, Sep. 8 to 14.

Washington, Western Pennsylvania Agricultural Association, Geo. M. Cameron, pres., Jas. K. Mitchell, treas., Julius LeMoine, sec'y, Aug. 27 to 30.

Wellsboro, Grange Picnic Fair Association, W. H. Whiting, sec'y, Sep. 4 to 6.

West Chester, Chester County Agricultural Society, R. E. Managhan, pres., M. H. Mattack, treas., H. E. Rosberry, sec'y, Sep. 5 to 7.

Westfield, Cowanesque Valley Agricultural Society, Chas. Tubbs, pres., R. H. Buck, treas., John R. Dingle, sec'y, Sep. 16 to 20.

Williams Grove, Grangers' Inter-State Picnic Exhibition, H. S. Miller, pres., R. H. Thomas, gen'l manager, address, Mechanicsburg, Pa. Aug. 26 to 31.

RHODE ISLAND.

Woonsocket, Woonsocket Agricultural Society, John Boyden, sec'y, Sep. 11 to 13.

SOUTH CAROLINA.

Columbia, South Carolina State Agricultural Society, Thos. J. Moore, pres., Thos. W. Holloway, sec'y, address, Pomaria, South Carolina, Nov. 11 to 15.

SOUTH DAKOTA.

Sioux Falls, South Dakota State Fair Association, Oscar P. Kemp, pres., W. Sterwan, S. D. Morris H. Kelly, sec'y, Aberdeen, S. D., Sep. 1 to 4.

TENNESSEE.

Columbia, Maury County Fair Association, B. S. Kincaid, pres., Aug. 13 to 16.

Dallas Texas State Fair Association, J. T. Trezvant, pres., J. B. Adoue, treas., C. A. Cour, sec'y, Oct. 19 to Nov. 3.

Groesbeck, Limestone County Fair Association, G. V. McClintic, pres., M. H. Clark, treas., Dr. S. Bugg, sec'y, Oct. 9 to 12.

Tyler, Tyler Fruit Palace, S. H. Cox, pres., J. T. Harris, treas., J. M. Herndon, sec'y, J. P. Douglass, gen'l manager, July 1 to Aug. 1.

Victoria, Southwest Texas Fair Association, L. D. Heason, pres., L. N. Hofer, sec'y, D. H. Reagan, treas., Nov. 7 to 12.

VERMONT.

Brattleboro, Valley Fair Association, Geo. W. Hooker, pres., Julius J. Bsey, treas., C. L. Stacey, sec'y, Sep. 23 and 26.

Fairhaven, Western Vermont Agricultural Association, E. Bussey, pres., R. C. Reed, treas., H. K. Sheldon, sec'y, Sep. 17 to 20.

Lyndonville, Northern Caledonia Fair Association, L. B. Harris, pres., B. N. Wells, treas., E. M. Campbell, sec'y, Sep. 17 and 18.

Manchester, Battenkill Valley Fair, D. K. Simon, pres., F. A. Field, treas., F. H. Chapman, sec'y, Oct. 1 to 4.

Northfield, Dog River Valley Fair Association, Geo. W. Lynde, pres., W. W. Holden, treas., J. C. Thayer, sec'y, Sep. 17 to 19.

Rutland, Rutland Fair Association, J. H. Mead, pres., F. A. Field, treas., F. H. Chapman, sec'y, Oct. 1 to 4.

St. Johnsbury, Caledonia Fair Association, Arthur F. Stone, pres., J. D. Gould, sec'y, Sep. 10 to 12.

Sheldon Junction, Franklin County Agricultural Association, A. B. Croft, pres., C. A. Oliver, sec'y, Aug. 28 to 30.

Waterbury, Winooksi Valley Fair Association, G. E. Moody, pres., Geo. W. Atkins, treas., E. G. Hooker, sec'y, Sep. 10 to 12.

Windsor, Windsor County Agricultural Society, J. H. Eastman, pres., C. C. Lockwood, treas., John S. Eaton, sec'y, Sep. 24 to 26.

VIRGINIA.

Fredericksburg, Rappahannock Fair Society, Oct. 22 to 24.

Richmond, Virginia State Fair Association, Henry W. Wood, pres., Wm. G. Owens, sec'y, Oct. 8 to 12.

Roanoke, No Fair 1895.

Staunton, Virginia Fair Association, C. B. Coiner, pres., Heber Ker, sec'y, Sep. 3 to 6.

Suffolk, Suffolk Agricultural Association, Geo. W. Nurney, pres., J. Walter Hosier, sec'y, Oct. 15 to 18.

Winchester, Shenandoah Valley Fair Association, J. K. McCann, pres., P. C. Corc, treas., E. G. Hollis, sec'y.

WASHINGTON.

Yakima, Washington State Fair, Sep. 30 to Oct. 13.

WEST VIRGINIA.

Cottageville, Evans Fair Association, J. M. Miller, sec'y, Aug. 20 to 23.

New Martinsville, Wetzel County Fair Association, John Steuder, pres., S. R. Martin, sec'y, Aug. 20 to 23.

Pennsboro, Ritchie County Agricultural Society, L. P. Wilson, pres., C. P. Sigler, treas., Will. A. Strickler, sec'y, Sep. 10 to 12.

Point Pleasant, Mason County Agricultural Society, E. S. Rosberry, sec'y, Aug. 6 to 9.

Wheeling, West Virginia State Fair, A. Revman, pres., Geo. Hook, sec'y, Sep. 2 to 6.

WISCONSIN.

Ashland, Ashland County Agricultural Society, J. G. McGeehan, pres., John A. Watson, treas., R. F. Spencer, sec'y, Sep. 18 to 20.

Baraboo, Sauk County Agricultural Society, J. M. Lone, pres., H. Marriott, treas., J. S. Hall, sec'y, Sep. 24 to 27.

Beaver Dam, Dodge County Fair, D. Dickinson, pres., H. B. Drake, treas., C. W. Harvey, sec'y, Sep. 24 to 27.

Black River Falls, Jackson Agricultural Society, H. J. Ormsby, sec'y, Sep. 10 to 13.

Bloomington, Blakes Prairie Agricultural Society, John Carey, pres., H. C. Enke, treas., D. F. Brown, sec'y, Sep. 11, 12 and 13.

Boscobel, Boscobel Agricultural Association, Lou. B. Ruka, pres., F. C. Maffley, treas., Jud. P. Walker, sec'y, Sep. 25 to 27.

Cedarburg, Ozaukee County Agricultural Society, John Gough, pres., L. F. Schroeder, treas., D. P. McGinley, sec'y, Sep. 25, 26 and 27.

Chilton, Chilton Fair Association, L. D. Dorshell, sec'y, Sep. 24 to 27.

Cumberland, Cumberland Inter-County Fair Association, S. H. Waterman, pres., H. S. Wilkams, treas., H. L. Comstock, sec'y, Sep. 18 to 20.

Darlington, Lafayette County Agricultural Society, Geo. F. West, sec'y, Aug. 27 to 30.

Dodgeville, Iowa County Agricultural Society, John M. Reese, sec'y, Aug. 20 to 23.

Elkhorn, Walworth County Agricultural Society, John G. Meadows, pres., L. G. Latham, treas., Samuel Mitchell, sec'y, Sep. 24 to 27.

Ellsworth, Pierce County Fair Association, W. H. Terpening, pres., J. B. Maynard, treas., F. D. Lord, sec'y, Sep. 25 to 27.

Galesville, Trempealeau County Fair, F. G. Davis, sec'y, Aug. 27 to 30.

Grand Rapids, Wood County Fair Association, L. M. Nash, pres., F. J. Wood, treas., J. A. Taylor, sec'y.

Green Bay, Brown County Northwestern Fair, H. Hagemeister, pres., H. B. Baker, treas., D. W. Flately, sec'y, Sep. 2 to 6.

Hartonville, Outagamie County Agricultural Society, John Dye, pres., A. J. Murphy, treas., H. T. Buck, sec'y, Sep. 24 to 26.

Hudson, St. Croix County Agricultural Society, Robt. McDiarmid, pres., H. F. Dismore, sec'y, Sep. 11 to 13.

Janesville, Rock County Agricultural Society, J. E. Gleason, pres., S. L. James, treas., D. W. Watt, sec'y, Sep. 10 to 13.

Jefferson, Jefferson County Agricultural Society, John Whitte, pres., F. P. Kispert, treas., Dr. J. L. Kearney, sec'y, Oct. 1 to 4.

Kewaunee, Kewaunee County Agricultural Society, R. A. Moore, pres., Adolph Ebel, sec'y, Sep. 11 to 14.

LaCrosse, LaCrosse Inter-State Fair Association, Wm. Lohmiller, pres., Vincent A. Tausche, treas., Adelia E. Magill, sec'y, Sep. 24 to 27.

Lancaster, Grant County Agricultural Society, Delos Abrams, pres., W. J. McCoy, treas., T. A. Burr, sec'y, Sep. 18 to 20.

Madison, Wisconsin State Agricultural Society, S. D. Hubbard, pres., M. R. Doyon, treas., T. J. Fleming, sec'y, Sep. 16 to 21.

Medford, Taylor County Agricultural Society, J. W. Wheelock, pres., T. M. Miller, sec'y, Sept. 11 to 13.

Menominee, Dunn County Agricultural Society, Paul C. Wilson, pres., J. B. Chickering, treas., Geo. M. Galloway, sec'y, Sep. 17 to 19.

Merrill, Lincoln County Agricultural Society, J. N. Cotter, pres., Julius Thielman, treas., Thos. J. Mathews, sec'y.

Mineral Point, Mineral Point Fair Association, G. G. Cox, pres., P. Allen, treas., H. S. Weil, sec'y, Sep. 3 to 6.

Monroe, Green County Agricultural Society, C. T. Hodges, pres., Robt. A. Ritter, sec'y, Sept. 11 to 14.

New London, New London Agricultural Society, E. H. Ramon, pres., Henry Cannon, sec'y, Sep. 17 to 20.

Oconto, No Fair in 1895.

Oskosh, Oskosh Fair Association, John Laabs, pres., Geo. Hilton, treas., C. E. Angell, sec'y, June 25 to 18.

Portage, Columbia County Agricultural Society, Geo. Bain, pres., J. M. Bushnell, treas., Kennedy Scott, sec'y, address, Rio, Wisconsin, Sep. 10 to 13.

Richland Centre, Richland County Agricultural Society, Geo. Fogo, pres., I. M. Hart, treas., J. M. Bunell, sec'y, Sep. 24 to 27.

Seneca, Crawford County Agricultural Society, Hugh Porter, pres., Chas. Mitchell, treas., Thos. Taylor, sec'y, Sep. 23 to 27.

Seymour, Seymour Fair Association, F. R. Dittmer, pres., Jas. Dean, treas., L. H. Tubbs, sec'y, Sep. 24 to 26.

Viroqua, Vernon County Agricultural Society, D. Wise, pres., W. W. Powell, treas., F. W. Alexander, sec'y, Sep. 17 to 20.

Waukesha, Waukesha County Agricultural Society, E. W. Chafin, pres., F. R. Fuller, treas., W. H. Smith, sec'y, Sep. 10 to 13.

Wausau, Marathon County Agricultural Society, Robt. Plisch, pres., John Kiefer, treas., E. B. Thayer, sec'y, Sep. 12 to 14.

West Bend, West Bend Agricultural Society, S. F. Mayer, pres., Geo. W. Jones, treas., Joseph Olt, sec'y.

West Superior, Douglas County Agricultural Society, Jas. Bishop, sec'y, Sep. 24 to 26.

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VOL. III, No. 10.

CINCINNATI, AUGUST 1, 1895.

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Licensed City Bill Poster and Distributor. Nails up signs in adjacent territory and contracts for neighboring towns. A prompt reliable and efficient service.

**Fort Scott, Kas. Pop. 14,000.**  
Harry C. Erlich, City Bill Poster, Lithographer and Programmer. Cards tacked up and samples distributed. PUT FORT SCOTT, KANSAS, ON YOUR LIST.

**Laconia, W. Va., pop. 15,000,**  
Falcon Opera House, Driving Park and Show Grounds, J. F. Harriman, Manager, owns all boards in city and suburbs.

**Grand Junction, Col. Pop. 4,000,**  
Bill Posting, Distributing, Tacking, etc. Circulars mailed, or list of names of residents of Mesa County furnished, best of reference. Edwin A. Haskell.

**Western Bill Posting Co.,**  
Owners of all Advertising Spaces. Salt Lake City, Utah.

**Waverly, N. Y., Sayre, Pa.,**  
Population 10,000. Address, Murdoch, & Co., Waverly, N. Y.

**Perth Amboy, N. J., Pop. 13,000.**  
Geo. Searies, City Bill Poster and Distributor.

**Frankfort, Ky., Pop. 12,000,**  
Thos. Hefner, City Bill Poster, 332 Main St.

### Classified Advertisements

#### BILL POSTERS' DIRECTORY.

**Display Advertising. TO RENT.**  
1000 spaces on bill boards for painted signs, each 150 square feet. Located in New England towns and cities. Location of boards guaranteed first-class. C. S. K. Pratt, Bill Posting and Painted Sign Board Advertising, 417 Main Street, Fitchburg, Mass.

**Lima, Ohio. W. C. TIRILL**  
Owns and controls all Bill Boards in Lima and adjacent towns.

**Louisiana, Mo. Population 10,000.**  
C. A. Bragsdale, City Bill Poster, Distributor.

**Manchester, N. H. Frank P. Colby,**  
City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester St.

**Hugh Vance, City Bill Poster and Distributor.**  
References and estimates. Effingham, Ills.

**San Antonio, Texas. Pop. 40,000.**  
Texas Advertising Co., City Bill Posters and Distributors. Office, Alamo Plaza, Wecker Building, P. O. Box 968.

**Albuquerque, N. M. Pop. 10,000.**  
The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

**Victoria, British Col. Pop. 20,000.**  
The Victoria Bill Posting Co. own an control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 28.

**Laurence, Kas. Pop. 15,000,**  
A. M. Coff, City Bill Poster and Distributor.

**Meridian, Miss. Pop. 15,000,**  
L. D. Hoffer, City Bill Poster & Distributor.

**Belfast, Me. F. E. Cottrell,**  
City Bill Poster. P. O. box 781. Residence 20 High Street.

**Northfield, Minn. Pop. 4,000.**  
H. U. Ensign, Bill Poster and Distributor. Board capacity, 80 sheets.

**New Hampton, Iowa,**  
R. E. Garver, Bill Poster and Distributor. Circulars distributed in Northern Iowa. Honest work. Reasonable Rates. Reference.

**George Knox, Meadville, Pa.,**  
City Bill Poster, Distributor, and General Out Door Advertiser.

**W. E. PATTON, Corinth, Miss,**  
Bill Poster and Distributor. Reference furnished.

**Greenville, Miss.,**  
For Bill Posting and Distributing, address, L. Hexter, manager Opera House.

**Bowling Green, Ky., Pop. 10,000.**  
All Desirable Boards controlled by J. M. Robertson, manager Opera House.

**Lee Bros. & Co., City Bill Posters and Distributors.**  
Santa Rosa, Cal., Population 7,000.

**E. S. Carpenter, Bill Poster and Distributor.**  
Danielson, Conn.

**A. C. H. Mesler, City Bill Poster and Distributor.**  
Fort Jervis, N. Y.

#### AMERICAN FAIR BULLETIN.

**WANTED!!**  
Privilege men in all branches, EVERYTHING goes this year, The Central Ohio Fair, Orrville, O. Prices reasonable and fair treatment. Oct. 8 to 11. Prictor E. Seas, sec. & supt. Privileges.

**Wanted—Fair Grounds Attractions,**  
Races and Fair, September 24th to 28th, '95. Address, with full particulars and terms, ALEX. KIRKLAND, Sec'y, PADUCAH, KY.

**Fair Bills and Posters.**  
The Donaldson Litho Co., Cincinnati, O.

**Fair Grounds Attractions,**  
Of Every Description. Cincinnati Amusement Agency, 127 E. 8th St., Cincinnati, O.

**The Only Comedy Attraction for**  
Fairstextant Fortpaugh's Yankee Farmer James B. Mack's, Address, care of Donaldson Litho., Co., Cincinnati, O.

**BUY A PRIVILEGE AT**  
"The Banner Fair of Ohio"  
CELINA, O., AUG. 20, 21, 22, 23 & 24.  
\$1.00 per front ft. Terms cash. No exchansions.  
C. W. HALFHILL, Sec'y, CELINA, OHIO  
When you write, mention Billboard Advertising.

### Classified Advertisements

#### AMERICAN FAIR BULLETIN.

**Chas. Fenz & Co., New York,**  
105 E. 11th St. Furnish all kinds of Open Air Attractions for Fairs, Fetes, etc.

**Balloon Ascensions**  
And Parachute Drops of Every Description Wm. F. Hanner, Cincinnati, O.

**"Laloo,"**  
Greatest of all Living Attractions. Address Geo. Arlington, 88 90 Centre St., New York

**Balloon Ascensions,**  
Jewell Bros, Aeronauts, Trenton, N. J.

**Jeakies' Pony Hippodrome,**  
Strong and strictly first-class attraction for fairs. Charlot Races, Roman Standing Races, Pony Flat Races, etc. Address E. C. Pratt, Manager, Batavia, Ills.

**Arabs. A Wonderful Troupe of**  
Performing Arabs; address Jas. J. Armstrong, 10 Union Square, New York City

**M. M. Forsman, Peoria, Ills.**  
Makes a specialty of Odd, Unique and Original Balloon Ascensions, Parachute Drops

**Shedman's Coursing Hounds,**  
W. S. Shedman, 38 and 30 Centre, New York

**FIREWORKS,**  
Write for our descriptive catalogue. The Maston & Wells Fireworks Co, Boston

#### DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

**If You Have Anything**  
In Distributing Line, write J. E. Stroger, C. 383 Central Ave, Rochester, New York

**Valparaiso, Indiana,**  
Distributing in Porter Co. J. H. McGill

**Matawan, Monmouth Co., N. J.**  
Lloyd's Distributing Agency, Box 37

**St. Charles, Mo.,**  
B. F. Bruns & Co., Advertising Distributors

**Hackettstown, N. J.,**  
C. A. McLean, Distributor, signs tacked

**Poughkeepsie, N. Y.**  
M. F. Sprenger, Distributor, Sampler and Bill Poster. 1 Maple Street. Correspondence solicited

**Grand Rapids, Mich.**  
George M. Leonard, Reliable Distributor

**Nashville, Tennessee.**  
Circulars etc., distributed, cards mailed \$1.50 per 1000 up. James L. Hill, 323 Broad Street Nashville, Tenn.

**Seranton, Lackawanna Co., Pa.**  
John H. Beltz & Sons, General Advertising Agents, Write to us, 654 Deacon Street

**Carthage, Mo. Pop. 10,000.**  
Joseph Barratt, Distributor, Sampler and General Advertiser.

**All Kinds of Advertising Matter**  
distributed. Reliable, prompt. Reference Population 350,000. Address, W. H. Steinbrenner, 313 Vine, Cincinnati

**Chicago, Ills. J. A. Clough,**  
Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

**Western Bill Posting Co.,**  
General Distributors. Salt Lake City, Utah

**I will Distribute Circulars, and Post Bills.**  
Advertisers, write at once, E. F. Evans, Minister Ala.

**Chester, Conn. Chas. E. Lord.**  
Entire or any part of the State, posting also.

**J. E. Stroger & Co., Rochester, N. Y.**  
does distributing, and nails up signs in western N. Y., also mailing and addressing 393 Central Avenue.

**Washington, D. C.**  
P. FRINZ & CO., 730 9th Street, N. E. Distributors of advertising matter. Write us.

**Fort Scott, Kan.**  
The Kansas Advertising Agency, H. N. Getz, Mgr. Distribute samples and circulars throughout Bourbon, Crawford, Cherokee, Labette, Nookton, Miami, Anderson, Allen and Wagoner Counties, Kansas. Reference, 1st Nat. Bank, Ft. Scott

**Boston, Mass. Pop. 600,000.**  
J. F. McWhisk, General Adv. Distributor

**Grafton, Neb., Emanuel Kahm,**  
Bill Poster and Circular Distributor.

**J. H. Lane & Co., Evansville, Ind.**  
does Distributing. 317 1/2 First Street.

**Manchester, N. H.,**  
D. J. Lefebvre. All kinds of Advertising Matter Distributed. P. O. Box 483.

### Classified Advertisements

#### EXPERT AD. WRITERS.

I make a business of writing for business men. I am prepared to undertake any work of that nature. Newspaper and Magazine ads, car signs, posters, circulars, bill books, labels, prospectuses, are all in my line. I have been the ad. writer of the western office of one of the best known advertising agencies. Business men who write to me on their business paper, can have samples of my work, and my little book about ad. writings, free. Conclude, clear, convincing writing straight to the point, is my style. It does business. R. L. CURRAN, 111 W. 34th St., N. Y.

**4 Cuts and 4 ads. for \$1.00**  
Up-to-date proofs free. Margie Bowman, Buffalo, N. Y.

**Learn to write advs.**  
Instructions, by mail 25 cents. I make \$50 a week, so can you. 4 retail ads. with cuts, \$1.00. Up-to-date and "catchy" proofs free. Margie Bowman, Buffalo, N. Y.

**Robt. Carroll, Dayton, Ky.**

**D. B. Archibald, 73 Nassau Street, N. Y.**

**C. F. McHenry, Newport, Ky.**

**Geo. Gulliford, 127 E. Eighth St., Cincinnati, O.**

**Bert M. Moses, Brooklyn, N. Y.**

#### PRINTERS' DIRECTORY.

The following firms make a specialty of Posters and Distributing Work. Advertisements under this head are printed free of charge in nonpareil. In bold face type one dollar per year. Display advertisements (not exceeding six lines, twenty-five cents).

No advertisements amounting to one dollar and over include a year's subscription, free.

**Bien, Julius & Co., 140 6th Ave, New York**  
Boston Job Printing Co., 4 Alden, Boston Mass

**Blackwater Courier Job Office, Franklin, Va.**  
Brooklyn Daily Eagle Job Printing Co, Brooklyn

**Brooklyn Times Printing Co, Brooklyn**  
Budget Show Print, 123 3rd, Elmira, N. Y.

**Calhoun Printing Co, Hartford, Conn**  
Calvert Litho Co, Detroit, Mich

**Central City Show Printing Co, Jackson, Mich**  
Central Litho and Eng Co, 140 6th Ave, New York

**Central Show Printing Co, 143 Monroe, Chicago**  
Commercial-Gazette Job Rooms, Cincinnati

**Correspondent Show Printing Co, Piqua, Ohio**  
Courier Printing Co, Brantford, Ontario

**Courier Show Printing Co, Buffalo, N. Y.**  
Cox's Sons, John, Gay and Pratt, Baltimore

**The Donaldson Litho Co., Cin'ti, O.**  
Eagle Show Print, Chicago

**Eaton, Allen & Co, Grand Rapids, Mich**  
Eichner & Co, Baltimore

**Empire Show Printing Co.,**  
73-75 Plymouth Place, Chicago

**Francis & Valentine, 57 Clay, San Francisco**  
Enquirer Job Rooms, 88 East Eighth, Cincinnati

**Enterprise Show Print, Cleveland, O.**  
Erie Show Printing Co, Erie, Pa.

**Fair Printing House, Norwalk, O.**  
Forbes' Litho Co, 181 Devonshire, Boston

**Free Press Show Print., Detroit.**  
Fox, Richard K, Franklin and Dover, New York

**Gillis Show Print, 123 West 14th, New York**  
Goes Litho Co, 140 Monroe, Chicago

**Gt. Am. Eng & Print Co, 57 Beckman, New York**  
Great Western Printing Co, 511 Market, St. Louis

**Greve Litho Co, 12th Milwaukee, Wis**  
Haber, C. F., Fond-du-lac, Wis

**Hasselman Printing Co., Indianapolis, Ind**  
Hatch, C. R. & H. H., Nashville, Tenn

**Hennegan & Co., Cincinnati, Ohio.**  
Jackson, J. B., 49 Centre, New York

**Jordan Show Printing Co., 128 Franklin, Chicago**  
Ledger Job Office, 605 Sansom, Philadelphia

**Libbie Show Print, Boston, Mass.**  
Lick Show Print, Fort Smith, Ark

### Classified Advertisements

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**Robt. Carroll, Dayton, Ky.**

**D. B. Archibald, 73 Nassau Street, N. Y.**

**C. F. McHenry, Newport, Ky.**

**Geo. Gulliford, 127 E. Eighth St., Cincinnati, O.**

**Bert M. Moses, Brooklyn, N. Y.**

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**The Donaldson Litho Co., Cin'ti, O.**  
Eagle Show Print, Chicago

**Eaton, Allen & Co, Grand Rapids, Mich**  
Eichner & Co, Baltimore

**Empire Show Printing Co.,**  
73-75 Plymouth Place, Chicago

**Francis & Valentine, 57 Clay, San Francisco**  
Enquirer Job Rooms, 88 East Eighth, Cincinnati

**Enterprise Show Print, Cleveland, O.**  
Erie Show Printing Co, Erie, Pa.

**Fair Printing House, Norwalk, O.**  
Forbes' Litho Co, 181 Devonshire, Boston

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**Gillis Show Print, 123 West 14th, New York**  
Goes Litho Co, 140 Monroe, Chicago

**Gt. Am. Eng & Print Co, 57 Beckman, New York**  
Great Western Printing Co, 511 Market, St. Louis

**Greve Litho Co, 12th Milwaukee, Wis**  
Haber, C. F., Fond-du-lac, Wis

**Hasselman Printing Co., Indianapolis, Ind**  
Hatch, C. R. & H. H., Nashville, Tenn

**Hennegan & Co., Cincinnati, Ohio.**  
Jackson, J. B., 49 Centre, New York

**Jordan Show Printing Co., 128 Franklin, Chicago**  
Ledger Job Office, 605 Sansom, Philadelphia

**Libbie Show Print, Boston, Mass.**  
Lick Show Print, Fort Smith, Ark

### Distributors' Chat.

Not long since the Columbia Chemical Co., Manufacturing Chemists, at 1402 Fourteenth Street N. W., Washington, D. C., had occasion to cover Cincinnati with distributing matter. They employed the American District Telegraph Co., to do the work, as the employees of the concern are largely minors, many being mere boys, ranging in age from fourteen to sixteen years. The quality of service rendered, can be better imagined than described.

In the interest of circular distributors, Mr. W. H. Steinbrenner of 813 Vine St., Cincinnati, O., wrote the Columbia Chemical Co., describing the service rendered, and demonstrating the error of entrusting work of this nature to boys or concerns employing boys. As was natural the Washington people, promptly investigated, and the investigation disclosed a condition of affairs, which resulted in their quickly registering a thorough and vigorous protest with the American District Telegraph Co., in which the name of Mr. Steinbrenner was disclosed.

One of the employees of the American District Telegraph Co., called on Mr. Steinbrenner, in company with two special policemen and endeavored to "bluff" a retraction from him, but finding that they could not secure it, they endeavored to accuse him of following the boys, and gathering the circulars himself. This charge which was silly as it was groundless. Mr. Steinbrenner was able to absolutely refute, as will be seen from the enclosed letter which he received recently.

Office of COLUMBIA CHEMICAL CO.,  
1402 Fourteenth Street, N. W.  
Washington, D. C. June 19, 1895.

MR. W. H. STEINBRENNER,  
813 Vine Street, Cincinnati, O.

DEAR SIR:  
We have your letter of the 17th inst, and have read the same very carefully. We note your statement that the Telegraph Co., is trying to "bulldoze" you. So far as we are concerned we are perfectly familiar with the facts, as they exist regarding the distribution of our circulars in Cincinnati. Your statements were amply confirmed by those of others and we know they did defective work for us in your city.

When the time comes for us to distribute further

## Billboard Advertising

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.  
BY  
BILLBOARD ADVERTISING CO.,  
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

### ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at *Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C.* In Paris, at *Brelano's, 17 Avenue de l'Opera.* The Trade supplied by all News Companies.  
Remittance should be made by cheque, post-office or express money order, or registered letter.  
The Editor cannot undertake to return unsolicited manuscripts.  
When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the *Donaldson Cipher.*

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

THE Fifth Annual Convention of the Associated Bill Posters' Association, of the United States and Canada, was a most pronounced and emphatic success. It is rarely, indeed, that a finer looking body of men has assembled in convention, and no one can point to any organization, whose deliberations in convention assembled, were marked with a greater degree of dignity than that which characterized the proceedings of the bill posters at Detroit. Business-like dispatch, coupled with careful and exhaustive argument, were manifest throughout every session and although the debate at times waxed keen and warm over important issues, at no time did a single member lapse, in point of courtesy or gentlemanly deportment.

The attendance was the largest that has yet been recorded, and the interest manifested by the members bordered upon the enthusiastic. As to the officers elected and the committees appointed, it is conceded on all hands that the selections are admirable; consequently, the affairs of the organization will be ably administered during the ensuing year and as applications for membership are pouring in at a lively rate, the outlook is especially bright and promising.

THE importance of maintaining the Association, and extending its scope and influence cannot be over-estimated. In this connection, we wish to observe that while the growth and financial condition of the league, as evidenced by the reports of the Secretary and Treasurer, was most gratifying, there is still great room for improvement.

The membership roll should include every city in this country and the Dominion, which boasts of ten thousand inhabitants and over, and the remainder of the towns, hamlets and villages should be embraced in the various State Associations, chartered by the International organization. Have them all come in. Never in the history of the craft has commercial patronage been diverted to the boards in such quantities as it has been during the last year. Coincidentally the influence of the Association has only been felt during the last year. The conclusion is obvious. The Association insures indisputable evidence of honest service, and advertisers know it.

They are beginning to drift away from the old-time channels. Those few who have tried the boards, the enterprising and adventurous spirits, pioneers as it were, are a unit in expressing their approbation of the (to them) new medium. Many of them who have heretofore never utilized anything except newspaper and periodical space have been astounded at the returns yielded by the appropriations put into posters. It is placed by some at double, by others treble, and still others at four, five, six times anything they have ever experienced.

MARVELOUS as it may appear to the uninitiated, results of this nature occasion little more than passing notice among those acquainted with the powerful efficacy of the boards. Take the modern circus. There is nothing under the sun less staple than the wares the showman has to offer, and he labors under the additional disadvantage of being compelled to absolutely create his market. Then, too, he has but little time to do it in. The advance agents are seldom over two weeks ahead of the show, but they get there. They do it with posters, and the returns, when the weather permits, are always substantial, sometimes prodigious. Then, too, take theatrical attractions, opera companies, musical organizations, and minstrel troupes. As a rule, they have but three days in which to announce their coming, to create a demand for their wares. Where would they be? How long would they last, if it were not for the promptness, as the well-nigh instantaneous action of the bill boards?

If business men who are hesitating would but think, if they would but investigate, inquire of others who have utilized posters, their hesitation would be but short-lived.

MERCHANTS and manufacturers, wholesale dealers and retailers, business men everywhere, will do well to consider this question carefully and without delay. Read the hand writing on the wall! The tide has turned. The trend of the great bulk of commercial advertising hereafter will be toward the bill boards, toward mural signs and painted bulletins, toward powerful display advertising.

Newspapers and magazines have been overdone. The policy of selling below cost to the subscriber, and saddling the burden thus created upon the advertiser, has been carried to such extreme lengths of late that there is scarcely a cheap priced publication left in which the advertiser can use space with profit. We except, of course, the afternoon paper, which is bought by people when they have time to read, and which enters the home when the inmates are at leisure. Its space will always be valuable, as will that of the magazine which exacts a living price from the subscriber, while extending a fair rate to the advertiser. Class publications and trade papers are also excepted. The rest, all of them, too, will shortly feel the effects of the reaction.

WHAT a pitiful spectacle many of these publications present. Go where you will in almost every community boasting of more than two papers, you will find

the "circulation editor" of each not only solemnly affirming, but making affidavit, swearing before a notary, daily, that the circulation of his particular paper is greater than that of all the rest combined. What a base, ignoble, groveling bid for the advertiser's favor, for the funds that render the publication's existence possible. They reck not that their tactics stamps four out of five of their number as liars. That they are insulting the advertiser's intelligence and destroying his confidence. No wonder that the rest of the staff look down with contempt upon the business department.

IT IS fortunate, indeed, that these underlings are not allowed to break into their own columns often. Especially just at this time. They see the prosperity of the bill posters, and feel that the boom has only just set in. Their envy and malice is manifested whenever opportunity affords in covert attacks upon the billboards, as for instance, that which recently originated in Chicago and spread over the west generally.

They inspired legislation hostile to bill posters by every means in their power, they harassed owners who rented locations to display firms and persecuted the employees of the firms controlling the boards. All this was done upon the pretext that the boards are unsightly. They expected intelligent people to believe that a well kept bill board was less inviting to the eye than the garbage heaps, ash piles, the filth and dank noisome pools which it concealed from the public. But the public thought otherwise, as it also does in regard to their circulation claims, and the value they set upon their space.

### OLD AND NEW IDEAS.

One of the brightest advertisers in New York city says: "Women know bargain advertising is a bid for business—and that we expect it to pay us in some way of course." In these competitive days very little business is got without bidding for it. Women hunt the bids because the hunting pays. The old idea was that it was not dignified to ask for business. The new idea is that what is worth having is worth asking for, and in order to get it into the minds of the people, posters should be used.

STREET CAR advertising is nothing but bill board advertising in a restricted and modified sense. As such, of course it follows that it is thoroughly good in every respect. It costs more, however, than bill board display.

### THE CHRISTMAS NUMBER.

THE December number of BILLBOARD ADVERTISING will be the Christmas number of the paper. It will contain numerous sketches, stories and poems, will be splendidly illustrated throughout.

The cover will be lithographed in eight colors and it will be circulated all over the world. We will offer the same three prizes for the best advertisements, under exactly the same conditions that obtain in this number. Advertisers will do well to bear this in mind. There is ample time between now and November 28th, in which to evolve some remarkably good ideas,

### QUICK THOUGHTS For Busy Men.

Try posters.

Posters for quick returns.

Newspaper space is always inferior to posters.

Magazine space cannot be compared with the bill boards in point of promptness.

Posters pay prodigious profits. Once tried the bill boards, are never discontinued. This tells the whole story.

Some publications reach one class of readers and some another, but the bill boards speak all day long to all the people, that's why they are better than all other mediums.

If your ad is an argument or a description of such length that it cannot be put on a poster, then by all means take the next best medium,—a pamphlet, hand bill or circular. Have it all to yourself.

For extended showing, especially where the article advertised will not readily admit of different styles of display, the best possible medium will be found in mural signs and painted bulletins. They are not only powerful and permanent, but, wonderfully economical as well.

Anyone who can use space in magazines or newspapers can utilize the bill boards. Anyone who has tried both will unhesitatingly tell you that the poster will yield more, better and quicker service than any other avenue of publicity. These are facts.

If you want to impress a trade mark or a particular design upon the memory of the public, it would be folly to use a poster the life of which is thirty days. Mural signs and painted bulletins are what you want. They will last for thirty months without renewal. Their results are wonderful when properly executed and judiciously placed.

If you had bibles to sell, you would not offer them to the patrons of a beer garden, simply because they congregated there on Sunday, and yet in the advertising world we see examples of almost similar foolishness every day. If the article you have, appeals to a certain class, by all means use the publication that circulates among that particular class. If it is a trade you are after, then a trade paper will answer your purpose. But money put into general mediums is almost thrown away.

The trouble with advertising to-day, that is to say, the chief source of trouble is that every man, woman and child in the country considers him or herself an expert, a wonder, a Napoleon in embryo. They may have failed at half a dozen other things, but once they turn to advertising, they forget all about former unfortunes and wade in with all the complacency and eagerness of ignorance. What cheerful asses they are; what idiots.

Advertising, a science deeper than the law, as little understood as electricity to be thus lightly undertaken. How true the old adage that "Fools rush in where angels fear to tread."

## PRINTERS' GOSSIP.

Printers are poor advertisers. That is to say, most of them are. They seldom get beyond a sign and some indifferent stationery. As for a business card it is notorious that ninety nine printers out of one hundred never have one, and the exception, the one out of the hundred possesses one, the like of which he would be ashamed to turn out for his most undesirable patron. We had speculated long and earnestly upon why this should be so, and only reached a solution last week. He depends for his advertising upon his imprint.

This leads us to a consideration of the advertising value of the imprint. In order to get at the real inwardness of the matter, better take it up in a methodical manner and discuss it dispassionately and thoroughly. In the first place, who sees the imprint? Beyond all doubt it is so overshadowed by the announcement itself, as to be entirely imperceptible to all casual observers, consequently only an insignificant proportion of this class, the few who stumble upon it, accidentally ever see it.

Who else then? Well, if it is very good work, rival dealers may feel prompted to inquire where it was executed and here we have good advertising value, but in order to secure it, remember the work must be especially good, remarkable, attractive, or very bizarre, unique and original. The percentage of advertising here is not very large either.

Anyone else? Oh yes; sometimes if the work is very good, and occasionally when it is very bad, it excites the curiosity of some few rival printers, but the benefit that will accrue to the producer from this sort of advertising is not appreciable.

So there we have the much vaunted value of the imprint. It is good on good work, because its cost is nil. Its not only bad on bad work, but absolutely reacts to the detriment of the user.

Messrs Treadwell and Tilden are doing great work for H. C. Miner's Springer Lithographing Company. This well-known house is once more on the high road to prosperity.

The Saffin Show Print has passed into the hands of the former employees of Saffin. He is now a full pledged politician, holding office in Brooklyn.

Ed Sprague has dropped out of sight altogether. He gave great promise for a while of being a shining light in the realms of show printing, and would have succeeded in another institution.

The Empire Show Printing Company, is still in the hands of the assignee.

Francis & Valentine are doing a wonderful business on the coast with the stock pictorial printing, made by the Donaldson Lithographing Company.

There are exactly eleven printing houses competing for fair patronage this season, and as each house is sending out big bundles of samples, the aggregate expenditure for this class of advertising, is something enormous. The writer knows of a fair, not a very big one to be sure, but nevertheless a fair of recognized standing among fairs, who last season

bilied their meeting with nothing but samples. This they were enabled to do by carefully holding the samples sent them, and writing to each house for a second set, holding out the impression that the initial batch of samples had not been received. There are not many fairs impetuous or mean enough to do this, but there are quite a large number who place a small order and augment it by using all the samples they receive. It would be well for printers to give this matter some thought and attention. Small cuts, (half tones) might be employed in lieu of samples, or if that was not satisfactory, the word sample followed by the number of the bill should be printed across the face in bold letters, which would effectually preclude anyone using it for anything except the use it was intended.

SHOW PRINTERS ASSOCIATION OF AMERICA  
Philadelphia, Pa., July 11th, 1895  
BILLBOARD ADVERTISING CO.

GENTLEMEN:—I beg to acknowledge receipt of your favor of the 8th inst. On account of having so many things on my mind it is really impossible to write anything on the "Show Printers' Association." However, you can say at this time, that I regret very much to see the lack of interest shown by the Show Printer, when they have so much at stake. Self preservation alone should make them take the greatest amount of interest in the Association. The dues are very nominal and at any time, the information wanted on one single customer would be worth the entire amount of the dues. The names of about thirty-six show printers in the United States; of this number we had 29 on our membership role. I am very happy to say that the Association is not dead by a very large majority.  
The annual meeting was not held, principally on account of the inability of the very men who do take an interest getting, there on time. I am still satisfied that I can convince the show printers that the Association is of vital importance to them. One of the best features is the ability of the Association to present "repeaters." By this term I mean showmen who systematically go from one printer to another each season, run up a bill with no intentions whatever of ever paying same. I could mention, if I wished, at least a dozen of these kind of men, and the Association forwarded its members, enables them when these parties call for work, to insist on the cash, thereby securing themselves, and if they do not get the order they are prevented from making a loss by insisting on the cash down.  
Truly yours,  
THOMAS S. DANDY,  
President.



MESS. HUIEST AND STOUT.

The above cuts portray the features of two enterprising young business men of St. Louis, in the field of advertising. Mr. C. M. Huiest and Mr. P. G. Stout, representing the Huiest-Stout Sign Co. (an incorporated stock company) with Mr. Huiest as General Manager, and Mr. Stout Secretary and Treasurer.

What these gentlemen have accomplished in the space of time they have been in business speaks very highly for them as energetic business men. They are both still young, neither of them having reached the thirty-first mile stone on the road of life.  
They began operations in the year 1886, their only capital being energy and ambition, and in that time they have built up a large outdoor-advertising and bill posting business, the bill posting department not being very old, but the large amount of hoardings they have, gives them the appearance of having been in it for years. They are also manufacturers of modern embossed metal signs.

They lay their success principally to the fact of attending strictly to their business, and endeavoring to give thorough satisfaction to all who patronize them.

The representatives of the Barnum & Bailey Shows gave them much praise for the fine display they received for their posters at St. Louis.

At the rate these young men are going ahead there is a bright and prosperous future for them in the world of business.



Mr. E. C. BARNES.

We present herewith a splendid portrait of Mr. E. C. Barnes. He was born and brought up in New York City. He is now thirty-seven years of age, and began his career in 1876 as Lithographer at Haverly's Theatre, New York, and in 1877-78, Lithographer at Aberly's, New York, 1879-80-St. Advertising Agent at the National, New York. 1882-83-84, Advertising Agent for J. M. Hill, New York. 1885-86-87, Advertising Agent Meech Bros., Buffalo, N. Y. 1888-89, Manager Burlington Bill Posting Co., Burlington, Iowa. 1890-91, Advertising Agent, Globe Theatre, Columbus, Ohio. 1892, Advertising Agent, Palace Theatre, Allegheny, Pa. On account of ill health he quit there and went south. He soon regained his health, and is now manager of the Southern Bill Posting Co. of Knoxville, Tenn.

We would like to say, just here, that Mr. Barnes is one of those jolly, good fellows, always in a good humor, who makes scores of friends and no enemies, and whose eyes are always open to business. He is one of the best all-around hustlers we have ever known, never tires, and never takes no for an answer, when he goes at a man for business.

Mr. Barnes has an interesting family consisting of a wife and three bright children.

### HE LIKES IT.

Meridian, Miss., June 26th, 1895  
BILLBOARD ADVERTISING.

GENTLEMEN:—I enclose you herewith post office order in payment for my advertisement. I am greatly pleased with the paper and have become so interested in its progress, that I look forward each month with keenest expectancy to its arrival. It is as neat and clean as a brand new dollar.

Respectfully yours,  
L. D. HOFFER,  
City Bill Poster

## ELDER, JENKS & RABORG

'Excelsior'

Circus Paste  
—AND—  
BILL POSTERS' BRUSHE'

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.  
Will not come apart.  
Used and recommended by Barnum Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch.  
Price \$30.00 per doz.  
\$3.25 Each  
Extra Extra for Circuses  
\$40.00 per Doz. \$4.00 Each.

Sent C. O. D. to all parts of the Country  
ELDER, JENKS & RABORG  
Brush Manufacturers.

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

### The Trade Papers.

TRADE papers and class publications are bought by those who have time to read. To the intelligent advertiser this means a great deal, for, by far the greater number of newspapers are purchased, glanced at only, and thrown away.

ONE of the very best booklets we have received this season is No. 2 of the series issued by *Paper and Press*, of Philadelphia. The first page of the cover and the advertisement of Chas. Eneen Johnson's Inks, are especially attractive.

ADVERTISEMENTS in trade papers are as eagerly read as the other portions of the paper. Then, too, space in mediums of this class is sold at reasonable rates.

BILLBOARD ADVERTISING believes in trade papers and class publications, that is to say, we believe in their efficiency as advertising mediums. This of course is only natural, as we are that sort ourselves, but there are many more potent reasons, of which we will have more to say at some time in the future.

*The Starchroom*, published by The Starchroom Publishing Co., at 59 and 61 Washington street, Chicago, is an admirable journal devoted to the laundry trade. It is ably edited by Mr. G. H. Bishop and is easily the leading journal of its class.

### CHEAP ADVERTISING DEAR.

The trouble with a great many advertisers in trade journals is that they expect too much from that source. They expect the advertisement to do more work than their best travelers, whose expenses are as much in one month as the yearly cost of the advertisement. As a rule, no attention is given to the advertisement except perhaps a change of wording once in six months. Imagine the big (?) orders your travelers would receive if they simply handed their card to a customer and said they would sit down and wait for an order. This is how the advertisement in the trade paper is treated. Why not change your advertisement every month? Speak to your customers through it the same as your traveler would talk to them, and you will soon discover that the trade paper is the only medium. The publisher of the best journal in existence can only sell you space and guarantee circulation among your probable buyers. He cannot guarantee that the advertisement will pay you. That rests with yourself. You must use the space to your best advantage, and last, but not least, do not give your travelers all the credit for the year's business. Another mistake advertisers make is that they look too much for cheap advertising. When you are sick do you look around for the cheapest doctor? Or, if you want to engage a lawyer, do you look for the low-priced and most obscure? Certainly not. The best evidence of the value of paper as an advertising medium is its ability to secure and hold the best class of advertisements.—*McLean Journal*.

### Trade Journal Advertising.

Those who speak lightly as to the efficacy of trade-journal advertising have evidently not given the subject that consideration which it merits. We believe that the facts will bear us out in the assertion, that more can be accomplished, with a given amount of expenditure, through trade journals than in any other way. By this we mean that let two articles be of equal merit—one of which is adapted to the members of some branch of a trade, and the other for the public in general—and it would take, in all likelihood, three or four times as much money to secure the same reputation for and results from the latter as from the former. What can be accomplished in the shoe and leather trade is being demonstrated right along. We have in mind numerous cases where the most wonderful and satisfactory results were achieved. One house whose business was not satisfactory and which produced an article which is no more of a specialty than plain sole leather, calfskins, or linings decided, after much persuasion, to appropriate \$5,000 for advertising purposes during a recent

year. Arrangements were made with a number of the leading trade journals for a page of space regularly. A man with original ideas carefully prepared the announcements and saw that they were inserted in a way calculated to accomplish the most good. What was the result? Well, it will be almost risky to tell, because some of the Doubting Thomases may smile and shake their heads with incredulity. The plain, unvarnished truth, however, is that the expenditure brought back something like 5,000 per cent of gain, although it was undertaken with considerable forebodings of failure. In another case an article used in connection with footwear was given such a reputation through the trade-press in the space of about four months that every retailer in the country now demands it. There are scores of other illustrations which might be cited, all of which show that the trade-press offers a field which is absolutely unrivaled for the obtaining of results by the expenditure of a comparatively small amount of money. Indeed, it is questionable, whether too good results are not often secured to be advantageous to the publishers of trade journals, because those whose business so speedily develops tremendous proportions are not inapt to get the idea that the gain is attributable to some other reason than advertising. In other words, they get such an exalted opinion of their shrewdness that they consider themselves too important to longer depend upon the publicity to be secured from the trade-press. The natural result in many such cases is that the period of decadence sets in. Then, unless they are shrewd enough to renew their efforts in the direction of advertising, they are very apt to forever afterward decay the value of printers' ink.—*Shoe and Leather Facts, Philadelphia*.

THE man who neglects to read his trade paper can never hope to be thoroughly up in his business. He may know a great deal about what is going on in his own office, but his ignorance of what is transpiring on the outside of it, is magnificent and monumental.—*The Starchroom, Chicago*.



Mr. M. J. DOOLEY.

This is M. J. Dooley, of Atlanta, Ga. He was born in Concord, N. H., October, 1854, and received his education in the public schools of Chicopee, Mass. He removed to Columbia, S. C., going on the first steamer that left the New York harbor after the close of the war. He started the bill posting business in Columbia in 1871, and continued it in that city until 1880. Since that time he has conducted the bill posting business in Atlanta, being the only bill poster in the city. He has 25,000 feet of boards, and is now erecting 10,000 more for the big Exposition this Fall. He has never had a complaint since he started in the business. In addition to his regular vocation, he also has the program privilege in both theatres in Atlanta. He is a member of the A. B. P. A.

Lee Bros., & Co., city bill posters at Santa Rosa Cal., write as follows: "We enclose herewith our advertisement which please run six months. We have been taking your paper for some time, and must say that we are well pleased with it and believe that it is the duty of every bill poster to support and maintain the publication by every means in their power."

July 25th, 1895.  
Editor BILLBOARD ADVERTISING,  
Cincinnati, O.

DEAR SIR:

It is not because we do not appreciate the good work BILLBOARD ADVERTISING is doing for the craft (but simply the rush of business) that St. Louis has not ere this taken advantage of your kind offer of the use of your columns, and through them extended our thanks to the advertisers for the substantial support and encouragement shown us in our effort to give them a service such as they have not been accustomed to in St. Louis.

Less than one year ago I took the management of the St. Louis Bill Posting Company, and was given carte blanche by Mr. R. J. Gunning, our president, to provide for the advertisers a plant, covering every artery and thoroughfare in the city. A plant that would be a credit to and uphold the name of "Gunning," which guaranteed and carried with it a weight with every advertiser in America and Europe. The results have fully demonstrated that if the fraternity will provide a service that will ensure a first-class display, there will be no lack of patronage, and a few cries of dull times. Our boards have been constantly occupied all summer, and have contracts running with "Adams Pepsin Gum, Enameline, Benedictine, Scouring, Mephisto Cigar, Johann Hoff Malt Extract," and the Local Advertisers are taking up our medium, very little of which was done in that line, heretofore. In the month of May we billed the Barnum-Bailey Show, and the Ringling Brothers' Circus, all the Theatres being open, and large contracts running 75,000 sheets of paper on our boards at one time, and all customers more than satisfied with the display given them, all of which goes to show that if you do business in the right way, you will find no lack of it to do.

Thanking you for allowing us so much space, we remain,

Yours sincerely,

ST. LOUIS BILL POSTING COMPANY,  
By CHAS. K. HAGER, Secretary and Manager.

The Ideal Paste Mixer was on exhibition in the paste rooms of Walker & Co., and was generally approved by those who witnessed it in operation. It is manufactured by the Ideal Paste Machine Company, of Davenport, Iowa. M. E. Ochs is general manager of the company, and C. N. Newcomb invented the contrivance.

E. G. Fleisher the bill poster at Tarentum, Pa. says: "I think BILLBOARD ADVERTISING is one of the brightest sheets I have seen. Every bill poster and every business man should have it always on hand. I would not be without it under any circumstances."

BILLBOARD ADVERTISING has received through the courtesy of W. A. Caswell, Sacramento, Cal. a copy of Constitution and By-laws of the Pacific Coast's Bill Posters Association, together with the proceedings of the Seventh Annual Convention of the Association.

### L. N. SCOTT.

On page 3 of this issue will be found a remarkably good likeness of Mr. L. N. Scott, who owns and controls the boards at St. Paul, Minn. Mr. Scott manages the Metropolitan Opera House in St. Paul, The Grand at Minneapolis, and The Lyceum Theatre at Duluth, in addition to his advertising business.

He was born at Petersburg, Boone County, Ky. May 10th, 1858; went to school until fifteen years of age, and engaged in the steamboat business in the capacity of clerk on the Ohio, Tennessee and Mississippi Rivers, coming to St. Paul, Minn., in April, 1876, where he entered the employ of the St. Louis and St. Paul Packet Company, as warehouse clerk with Capt. J. H. Reaney, who was agent. He remained in that capacity until the death of Capt. Reaney, when he was promoted to agent of that Company in St. Paul, to succeed him. He afterwards became general agent of the Line, and private secretary to Commodore Wm. F. Davidson, who was President of the Company, and through him he assumed the management of the Old Grand Opera House, of this city, in 1882. At the same time he became proprietor of the bill posting business of this city, which he has retained up to the present time, and through his efforts the business has been placed on a firm basis.

The bill posting is not handled any better in any city in the United States than in St. Paul.



MR. R. J. GUNNING.

The above portrait is that of a man whose name has probably been written more miles in length than any other person. This is Mr. R. J. Gunning, Founder and President of the progressive outdoor advertising concern which bears his name, and also principal stock holder and prime mover in the affairs of the St. Louis Bill Posting Co. Mr. Gunning's personal acquaintance with his particular friends—the great general advertisers—is so extensive that a sketch of him seems superfluous. We therefore content ourselves with presenting his picture, for the benefit of those in the trade who have never had the opportunity of meeting him personally.

B. W. Suydam, city bill poster at New Brunswick, N. J., writes: Enclosed please find \$1.00 for that newsy little paper, BILLBOARD ADVERTISING. Its visits will be ever welcome.

### BUFFALO BILL BOARDS.

Editor BILLBOARD ADVERTISING:

A great deal has been said about amusement enterprises confining their advertising exclusively to newspapers, and abandoning the bill boards. This order of things has been entirely reversed here this season: all the summer attractions, including Base Ball games, are advertised by posters alone, not a line of paid advertising in the press.

In your July issue mention was made of a gigantic edition of distributing matter being put out by the World's Dispensary Medical Association with headquarters at 663 Main Street, but you neglected to add Buffalo, N. Y. As this is a large concern, presided over by the well-known Dr. R. V. Pierce, and as they are just beginning to appropriate house to house distribution, I might be well for all in this line of work to furnish them with their addresses.

Buffalo boasts of one of the largest poster printing plants in the world, that of the Courier Company, who like to have their imprint read, "Fire Proof." They have had to add Lithography in order to compete with Cincinnati in Show Work. In fact very few pine boards and chisels are used now in modern pictorials.

Your personally guaranteed service renders your list of distributors valuable to large advertisers, and should contain the name of every wide-awake man handling advertising matter. Generally concerns who put out circulars and samples are at a loss to readily obtain reliable persons to distribute them, and when a list like yours is before them with boys banished and frauds weeded, it is needless to say business follows.

The Quiver Establishment is mailing samples of a unique Puzzle Folio that answers for an advertising folder suitable for any business, and is often used by firms having no special matter of their own to distribute. The price being only \$1.00 per 1000 with the \$2.00 added for distributing makes cheap and effective advertising.

Whitmer & Filbrick our enterprising bill posters, control the business in Buffalo and have branched out into mural work considerably. MARGIE.  
Buffalo, N. Y., July 20th, 1895.

## The Rochester Bill Posting Co.,

ED. A. STAHLBRODT, Manager

Bill Posters, Distributors and General Advertisers.

No. 16 and 18 Mill Street, ROCHESTER, N. Y.



Mr. E. C. DONNELLY.

Of the celebrated Boston firm of bill posters, John Donnelly & Sons, is an exceptionally brilliant young man, who wins the respect and admiration of all who have the good fortune to meet him. It is due in a great degree, to his well directed efforts that his firm has secured its world-wide reputation. Mr. Donnelly is one of the new school of bill posters, which is rapidly placing the business in the front rank of advertising mediums.

The Association is to be congratulated in securing Mr. Donnelly's valuable services as a member of the Executive Committee for the ensuing year.

### Championship Medal.

BILLBOARD ADVERTISING offers a valuable gold medal set in a badge, pendant to the bill poster who can hang a twenty-four sheet stand in the quickest time. The contest is open to bill posters and employees of bill posters throughout the United States and Canada. The medal will be awarded December the first next and the result of the competition will be published in the Christmas number. The conditions are as follows, viz: The stand must be hung by one man from single sheets in the presence of three reputable witnesses, one of whom in case the contestant is an employee, must be his employer. Time must be kept by a duly authorized time-keeper, and will commence with the first dip of the brush and end when the last sheet has been rubbed in. There are no other conditions, no entrance fees and no qualifications other than stated herein, but reports must be full and explicit. Time, place and conditions must be fully and accurately stated. The work when finished must have been well done, and the affidavit of the time-keeper must accompany the account of the contest. All reports must be mailed to BILLBOARD ADVERTISING prior to November 20th, 1895.

### The Commercial Union observes:

The utility of fence board advertising is illustrated in the following mix-up, caused by repairs in the fence: Bathe your baby with—sparkling lager beer.

Printers' Ink in reproducing the article gives it the headline, "it doesn't happen in newspapers."

The fact is, it happens in newspapers with far greater frequency than any other medium.

## THE ERIE BILL POSTING CO.

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributors and General Advertisers,

No. 10 North Park Row. ERIE, PA.

### KENTUCKY ONCE MORE.

Interest in the Association reviving. The dark and bloody ground will make a good showing by next summer. Messrs. Heverin, Fairchild and Ramsey doing yeoman service in the good cause.

The Kentucky State Association of Bill Posters which has been allowed to languish of late, begins to show signs of new life. Messrs. Ramsey Heverin and Fairchild are injecting new vigor into the body, which will soon result in a convention at which action will be taken, looking to the permanent establishment of the organization. The following names are members of the organization.

Ramsey & Co., Paris.  
Ramsey & Co., Lexington.  
G. H. Otting & Son, Newport.  
J. W. Keller, Georgetown.  
E. S. Tribble, Henderson.  
J. Boyle Nichols, Danville.  
E. T. Heverin & Bro., Louisville.  
W. K. Cardwell, Harrodsburg.  
O. P. Fairchild, Covington.  
Thos. Heffner, Frankfort.  
F. G. Hall, Mt. Sterling.  
W. H. Cummings, Cynthiana.  
S. H. Clark, Paducah.  
W. P. Baxter, Richmond.  
R. E. Ross, Ashland.  
Bateson, The Bill Poster, Winchester.  
T. S. Baxter, Shelbyville.

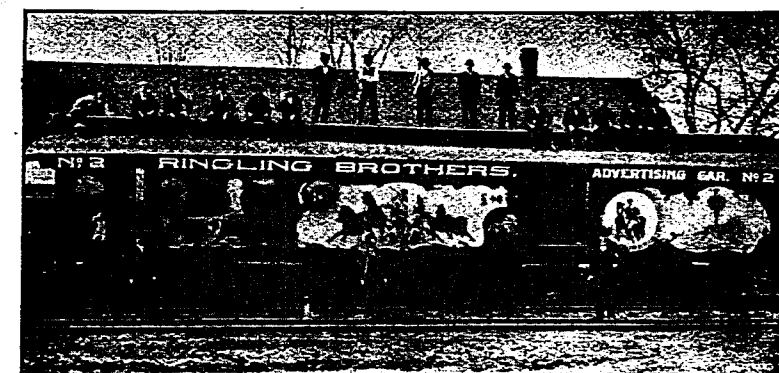
### THE DONALDSON GUIDE.

The scope of the Donaldson Guide is to be broadened. Hereafter instead of being merely a Guide for circuses and theatrical managers, it will be made a manual for advertisers. Possessed of this valuable work, an advertiser will be able to obtain at a moments notice the names of the bill posters and their street addresses, the names of distributors and their street addresses, and the names and addresses of printing houses, the names of the newspapers and their managers and editors. It will cover this field thoroughly and will embrace both the United States and Canada. The price of the book will be \$3.00. Advertising rates will be very low.

### COMPLETE FAIR DATES.

Next week the DRAMATIC NEWS will publish a complete list of Fair dates for 1895. This list embraces the entire country, and is copyrighted by the exceedingly useful Cincinnati publication known as Billboard Advertising. The DRAMATIC NEWS has made a special arrangement with the paper named for the use of this very valuable list. Managers of combination of every description will benefit their interests by making sure of obtaining an early copy of next week's paper.—*Dramatic News, June 20th, 1895.*

Boom the billboards! Advertise in BILLBOARD ADVERTISING. It reaches the advertisers.



Through the kindness of Mr. George Hartford the energetic, hustling manager of Car No. 2 we present herewith, a good picture of the car and crew. They say George is the best man the Ringling Bros. ever had on Car No. 2. His many Cincinnati friends hope he will spend the winter among them.

Just listen to "Hot" in a recent interview. "The dull, dead posters that are hard to read, that the magazines put out, make me tired. It's waste of money. The Century Company sticks up pictures of a Napoleon hit by a club, riding on a horse struck by lightning. Scribners stick up an outline sketch of some second hand Roman which may be aesthetic, but none of them get bold, aggressive readers and illustrations out, like Hires Root Beer."

Our September Number will contain a splendid photograph of the ladies and gentlemen who were guests of Walker & Co., during the late convention.

SECRETARY'S OFFICE OHIO BILL POSTERS ASSOCIATION.  
BILLBOARD ADVERTISING CO.,  
Cincinnati, O.

GENTLEMEN: I take pleasure in notifying you that at the Annual Meeting of the Ohio Bill Posters Association, held at Columbus, O., April 26th and 27, your paper, BILLBOARD ADVERTISING was adopted as the official organ of this association and was endorsed as a good thing for our craft.

Yours very truly,  
CHARLES F. BRYAN,  
Sec'y, Ohio Bill Posters Association.

CHICAGO, ILLS., AUG. 20th.

At the meeting of the Illinois Bill Posters' Association, which takes place in Chicago on the 20th next, it is probable that Ed. A. Stahlbrodt, C. S. Houghtaling, O. J. Gude, Geo. M. Leonard, Alex. Harbison, and Pat Shannon will be present to address the convention. It goes without saying that their will be a great gathering.

### A POINTER FOR YOU.

Just think how much good BILLBOARD ADVERTISING would do you in the hands of your local merchants, they would read it, because advertising is the great business problem of the day, it will convince them, because it gives facts and practical arguments. Send us One Dollar and we will send the paper three months to any twelve merchants you name.

Detroit, Mich., July 20th, 1895

EDITOR BILLBOARD ADVERTISING,  
Dear Sir:

The convention of The A. B. P. A. that lately closed its deliberations in our city was a surprise to many of our citizens, advertisers in particular, who did not expect to see such a body of representative men and our newspapers were justified in comparing it creditably, with the great number of conventions of other Associations, orders, etc., that have been held here in the past few years. This besides being our due is highly complimentary as "the City of the Straits" is fast taking the lead in numbers and importance of such gatherings.

Conventions of this character are undoubtedly the best medium for the advancement of this great calling, the exchange of ideas, the benefit derived from practical business views entertained by members together with friendship made all aid in the highest degree, the cementing in one vast chain the brotherhood of bill posters. Furthermore in BILLBOARD ADVERTISING the profession have a journal whose columns are always open to the discussion of matters, of weight concerning the business whose value cannot be estimated on paper, but eventually will be seen on the right side of our cash books. As your space for August will be necessarily crowded with convention matters and views of others that are far more important than ours, we will close by wishing every body success connected with the A. B. P. A. of the United States and Canada.

Respectfully yours,

JAMES E. HENRY & SON.

### LIKE THE ASSOCIATION METHODS.

DR. KILMER & CO., Standard Remedies.  
Binghamton, N. Y. July 22, 1895  
GEORGE LEONARD, Esq.,  
GRAND RAPIDS, MICH.,

DEAR SIR:

Our Manager of this Department, Mr. Redington, has just completed a tour through Ohio, and has contracted with every member on the list of Bill Posters' Association of that State, for the distribution of our advertising matter, commencing on or about September 16th, and to be repeated each three months during the year following.

So well are we pleased with the Manager's report of the manner which the Ohio Association men perform this service, that we have decided to secure the services of every Association Bill Poster in the Union if possible, and accordingly request that you will forward us a complete list of such members in your State, that we may correspond with each.

We enclose stamped addressed envelope for reply.

Yours very truly,  
DR. KILMER & CO.

The convention of the Illinois State Bill Posters at Chicago, August 20th next promises to be a regular record breaker in point of attendance. Every bill poster in the state of any importance, with but two or three exceptions have signified their intention of being present.

"WE STICK UP FOR ALL."  
SEE IT  
SAN DIEGO  
Bill Posting Co.  
SAN DIEGO, CALIFORNIA.  
FRED. F. STUTTZ, Mgr.

Albany City Bill Posting Co.  
J. Ballard Carroll, Manager.  
35 Beaver Street,  
ALBANY, N. Y.

## The Convention.

### It Was A Grand Success.

**Largest Attendance on Record—Over One Hundred and Forty Bill Posters at Detroit—Much Business of Importance was transacted—Great enthusiasm among the Delegates.**

The Fifth Annual Convention of the Associated Bill Posters' Association assembled in Convention at the Cadillac Hotel, Detroit, Mich., July 9th, at 10 A. M. The attendance was the largest ever recorded. President Campbell, of Chicago, was in the chair, and J. Ballard Carroll, of Albany, held down the secretary's desk. Vice President E. C. Heverin failed to arrive, he being detained in Louisville by important business which would not admit of his leaving home. Treasurer O'Mealia was also absent, but sent his vouchers for receipts and disbursements by express. Same were accepted by the President in lieu of the customary report.

The members got down to hard work immediately upon assembling. Committees on membership and credentials were appointed, and reported at the afternoon session.

The reports recommending O. J. Gude and W. H. Donaldson for honorary membership, provoked an animated discussion which resulted in their being referred to a special committee. The Convention then went into executive session, and took up the regular order of business. Reports were read by the President and by the Secretary. The report of the Executive Committee, consisting of Messrs. Al Bryan, A. B. Hudson and Ed. A. Stahlbrodt, was dilated upon to some slight extent by the Chairman, who referred the members to the printed copy in BILLBOARD ADVERTISING.

Mr. Stahlbrodt then spoke of the New York office of the Association, and explained its scope to the members who were not present at the January convention. After dilating upon the importance of maintaining it, he explained the contract with the Association under which he operates it, and the progress he had made since taking up his residence in New York.

The chief interest of the members present centered in the scale of prices, which certain members demanded be revised, and in the right of members to accept work from the firm of The O. J. Gude Co.

The latter difficulty was settled amicably, after speeches by President Campbell and Mr. Gude himself, but the question of prices drew forth extended argument. The larger cities favored the maintenance of the scale as then established, but the smaller towns demanded a reduced, or rather a sliding scale.

Messrs. Castner, Bryan, Fitzgerald, Chapman, Pratt, Donnelly, and others opposing a reduction, and Messrs. Tyner, Leonard, Keyes, and many others supporting it. The President proposed a compromise, or rather the outline of one, which met with favor and was referred to a committee appointed for the purpose of elaborating it. The report of the committee was adopted.

Addresses were made by R. C. Camp-

bell, O. J. Gude, Louis E. Cooke, Geo. M. Dean, C. S. Houghtaling, and E. C. Donnelly.

The pro rata tax of fifty cents per member assessed upon members of State Associations to support the National organization also came in for considerable discussion, Messrs. Stahlbrodt, Castner, and Messrs. Keyes, Groves and Dobbins being the chief speakers, pro and con.

Walker & Co. and the proprietors of the Cadillac were given all the credit of the success of the convention, because of their untiring efforts and comprehensive idea of the entertainment to be furnished.

These were the officers elected: President, R. C. Campbell, of Chicago; Vice President, George M. Leonard, of Grand Rapids; Secretary, J. Ballard Carroll, of Albany, N. Y.; Treasurer, James A. Curran, Denver, Col. The president appointed the following standing committees:

On Appeals—J. Aaron Adams, St. Louis; W. J. McAllister, Troy, N. Y.; Geo. Robinson, Dallas, Tex.

Finance—Alex Harbison, Indianapolis; J. Garlick, New Orleans; M. Breslau, Minneapolis.

New Business—Frank Fitzgerald, Milwaukee; San H. Robinson, Philadelphia; H. H. Tyner, Springfield, O.

Unfinished Business—W. H. Walker, Detroit; John Chapman, Cincinnati; J. F. O'Mealia, Jersey City.

Executive Committee—F. M. Groves, Evansville, Ind.; Al. Bryan, Cleveland; Sam. Pratt, New York; E. C. Donnelly, Boston, and the President and Secretary, and Treasurer, who are ex-officio members of the committee.

The next annual meeting will be held in Cleveland, on the same dates.

On Friday morning, the delegates who remained in the city took a ride to the Flats on the steam yacht, "Pilgrim," by invitation of Walker & Co.

C. S. Houghtaling, of New York, the man who first threw illuminated "ads" on the clouds, was the ladies' man of the aggregation. When the others were all hard at work grinding out reports and speeches, he looked after the needs of the ladies, who never wanted for information or convenience when he was near. On Thursday they got their heads and purses together and presented Mr. Houghtaling with a very fine silver shaving set.

### SCALE OF PRICES.

Compiled from stenographic reports of the convention which had been examined and approved by the president and secretary, was as follows; for all cities of over 100,000 population, on all local or commercial work outside of circus posting.

All stand work, consisting of work constituting three-sheets or over, and all three-sheets, at the rate of three (3) cents per sheet per week. This class of posting to be listed, protected and renewed, without additional cost, when paper for that purpose is furnished by the advertiser.

All stand work and three-sheets, listed, protected and renewed, list of locations to be furnished in advance, at four (4) cents per sheet per week.

When locations of boards are selected previous to consummation of contract,

for same class of work as above, five (5) cents per sheet per week.

All work to be posted without listing or renewal and known as "uncovered display" posting not guaranteed longer than one week, at from three (3) to four (4) cents per sheet.

Distributing of pamphlets, circulars, newspapers, cards and all work of that nature, from house to house, at not less than \$1.50 per thousand.

Distributing samples, from house to house, not less than \$3.00 per thousand.

For all cities of over 50,000 and under 100,000 population on stand work, three (3) cents per sheet, for the first week, and two (2) cents per sheet for each additional week's showing.

For one-sheets unprotected and scattered, as chance may offer, three (3) cents per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all towns of 50,000 population and under, on stand work, three (3) cents per sheet for the first week, two (2) cents per sheet for the second week, and one (1) cent per sheet, for each additional week.

For one-sheets unprotected and scattered as chance may offer, three (3) cents per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all circus or other show work of that nature, without regard to population.

All work on protected boards, not less than fifteen (15) cents per running foot, or four (4) cents per sheet per week, for one month's showing.

All three-sheets, single sheets and scattering work, not listed, at three (3) cents per sheet per week.

The above scale of prices is not to prevent members from getting higher prices for boards, per foot or per sheet, if in the exigencies of business they may deem it necessary to advance the same.

At a short session of the A. B. P. A. called by President Campbell, on board the steam yacht, "Pilgrim" July 12th, while the members were enjoying a ride on Lake St. Clair as the guests of Walker & Co., of Detroit; the following resolutions offered by Mr. Bryan of Cleveland, Ohio, seconded by Mr. Tyner of Springfield, Ohio, were unanimously adopted.

Whereas, We, the Associated Bill Posters' Association of the United States and Canada in convention assembled, have just learned with the greatest grief of the sad accident which occurred in Atlantic City at the Annual Convention of the Benevolent Protective Order of Elks, whereby many of the members were killed and injured; therefore,

Be it Resolved, That we herewith extend our sincere sympathy and earnest condolence to the families of the wounded and assure the entire order of Elks that we are sorrowful participants in the great grief, that has come to their organization.

Be it further resolved, That the secretary be instructed to forward a copy of these resolutions, to the Exalted Grand Ruler.

### ADMIRABLE!

The following resolution offered by Mr. James A. Curran of Denver, Colo., seconded by Louis H. Ramsey of Lexington, Ky., was unanimously adopted.

Whereas, it is the sense of the A. B. P. A., that the posting advertising cures for

private diseases, etc., has a demoralizing influence upon the community, and is not fit and proper matter to be read by the wives and daughters of our fellow citizens

And whereas, Owing to the increased influence of bill posting and general improvement of our holdings all displays on our boards are given a much wider publicity than was possible in past years

Be it Resolved, That at the expiration of present contracts, no member or national solicitor, be permitted to contract for this class of work, no matter what price be offered.

### Snipes and Small Daubs.

Gude got there. Staats was there. It's a Gude thing, etc.

B. M. Drake caught on. "Hote" was omnipresent. Oliver of Tiffin was there. The Cadillac is a fine hotel.

No one takes "Hote" seriously. "Dot vas de saddest blow of yet." Everybody knew Gude was there. "Hote" he knows his little book.

Reese of Scranton is a bike fiend. Clayton's bosom friend, Filbrick. O. J. Gude set a hot pace for them. O. J. Gude made many firm friends.

"Hote" originated in Lockport, N. Y. O. J. Gude stands well with the ladies. Two Old Cronies.—Clayton and Staats. Staats has been in the business since '57.

Gude made the speech of the convention. Louis E. Cooke made a neat little address. Geo. Leonard possesses great executive ability. Mrs. Bryan enjoyed her visit to Detroit thoroughly.

L. N. Scott of St. Paul is a man of splendid address. Hudson of Kansas City was there. Very much so in fact.

There was lots of sound sense in Stahlbrodt's observations. Al. Bryan and his friend Clayton got along well together.

J. Ballard Carroll and his estimate wife were great favorites. The shaving mug presented to C. S. Houghtaling was a beauty.

Two very popular men, Geo. M. Leonard, and J. Ballard Carroll. Donnelly puts his points well. He scored heavily on several occasions.

A great many members will attend the Show, men's Convention at Cincinnati. Al. Bryan will look after the members in Cleveland next year, as only Al. Bryan can.

The vote between Campbell and Bryan was the closest of which there is any record. The Theatrical Mechanics Lodge Room is located in Walker & Co's. Establishment.

A splendid manly speech by R. C. Campbell did much toward promoting harmony. W. R. Solomon of Jackson, Mich., greeted his old friends, and made a host of new ones.

Al. Bryan's new plant in Cleveland, is one of the finest bill posting plants in the world. Mr. E. S. Webster ably represented the Sioux City Bill Posting and Advertising Company.

John Chapman got there Wednesday Morning, and took an active interest in the proceedings. Major Tyner of Springfield, was an early arrival, and took a deep interest in the proceedings.

Mr. Phil. Oliver of Findlay, O., and Mr. Chas. Rodgers of Sidney, O., were representatives from Ohio.

A finer looking body of men never assembled in convention. They reflected credit upon the craft.

Stahlbrodt is all right. His pluck and indomitable energy will not admit of his making "a loser."

J. H. Dobbins of Richmond, Ind., was active and interested. They ought to have more like Dobbins.

McAllister of Troy, left Fuller's New York Combination Minstrels in 61, to enter the bill posting business.

Each member present, was the recipient of a handsome badge, a present from the Detroit Free Press Job Rooms.

Mr. Thos. Mulvihill and his charming family left Wednesday Evening, much to the regret of their many friends.

Mr. Adams representing the St. Louis Bill Posting Company, made a favorable impression on the convention.

Messrs. Tirrill of Lima, Ohio, and Charlie Bryan of Cleveland, Ohio, were among the good looking men from Ohio.

Sam Pratt was on the losing side, but went down with colors flying. "Hote" got in out of wet in the nick of time.

C. Van Ostrand of Adrian, Mich., W. H. George of Greenville, Mich., and F. L. Reynolds of Muskegon, Mich., were on hand.

Mr. Walker made many friends and could have had anything in the way of a concession or office that the Association had to bestow.

Mrs. Walker, too, proved an ideal hostess, and endeavored herself to all the ladies by many little acts of courtesy and attention.

Mr. Douglas representing the Memphis Bill Posting Company, enjoyed his visit to Detroit, and made many friends during his stay.

Mr. F. M. Groves of Evansville, Ind., made many friends, and was heard from quite often on the floor, with sensible suggestions.

J. H. Brooks, Leavenworth, who fifty years ago was sticking bills on the Bowery of New York, was as lively as any of the younger members.

Mr. A. B. Hudson of Kansas City, was one of those who advocated the keeping up of the prices. He was listened to very attentively.

Chas. B. Hood the solicitor was on hand and very much in evidence. Mr. Hood's Office will be at 240 Madison Street, Chicago, Ills. hereafter.

Some remember it a brilliant triumph, others think of it a bitter disappointment, while in the minds of not a few it exists as one long mad delirium.

Stahlbrodt defeated his own aims, and has lost but little of the influence he possessed. Many still regard him as the strongest man available.

Among the ladies present were, Mesdames R. C. Campbell, J. B. Carroll, G. M. Leonard, Al. Bryan, Groves, Mulvihill, Curran, Walker, and Ramsey.

Mr. J. Garlick of New Orleans, has a plant second to none in the South. Mr. Garlick was almost forced into the business, but now he is mighty glad of it.

Mr. Jas. Henry, the veteran bill poster of Detroit and his son Charlie, did much towards entertaining the visiting members and gained many firm friends.

The photograph of the members present which is reproduced in this issue was obtained through the kindness of D. N. Newcomb, of the Ideal Paste Machine Co.

Mr. Belboes of San Antonio, Tex., representing the Texas Advertising Company, was one of the youngest members present. His firm was elected to membership at this meeting.

Filbrick of the firm of Witmeir and Filbrick, Buffalo, N. Y., entered the employ of his present partner at the age of eleven years. He is now thirty years of age.

Messrs Rife & Houck of Baltimore, were given an ovation on their arrival upon the floor. They made a very good impression upon everyone. They make a splendid business team.

When Geo. Castner expressed an opinion, there may be many among his hearers who do not coincide with the views he advocates, but there are none who can doubt his sincerity.

Mr. Albert M. Wetter, the Circus Man, of Massillon, O., was in Detroit on business, but shook hands with many of his bill poster friends who greatly admire his pluck and perseverance.

The executive committee for the ensuing year consists of Messrs. Groves of Evansville, Ind., Pratt of New York, Donnelly of Boston, and Bryan of Cleveland together with the officers of the Association.

Ramsey & Co., of Lexington, Ky., have bought out Paris, Ky., and in conjunction with Ed. Hite will control the boards in the future. The firm at Paris as well as at Lexington hereafter will be Ramsey & Co.

Walker & Co's. Establishment is admirably arranged. The bill rooms, stables, and wagon shed are all located directly in the rear of the office which is on one of the principal thoroughfares of the city.

Walker & Co., have an institution in their building, which is worthy of imitation in other cities, viz., a retiring room for their employees. It is in reality a club room, the boys themselves style it their "loafing place."

Chas. Vogel, "the bald-headed dutchman" from Steubenville, where he manages the Opera House as well as the bill posting plant, was in it. Charlie is known by everybody in the business. They are going to run him for mayor of his town at the next election.

Sanford Robinson of the American Bill Posting Company, Philadelphia, Pa., was spending his vacation at Mt. Clemens, and went down every morning with his sweater. Sam had a lot of friends to shake hands with.

Jas. A. Curran of Denver, Col., is organizing a Rocky Mountain Branch of the Association, which will embrace Colorado, Wyoming and Utah. He has ten applications so far. Letter

from various towns in that vicinity show that Mr. Curran's efforts are likely to meet with most unqualified success.

Frank Fitzgerald, of Minneapolis, although a comparatively new man in the business, was one of the bright lights of the convention. Fitz was formerly foreman of the Riverside Show Print, and is thoroughly conversant with the business from start to finish, and has an admirable plant and large clientele.

Mr. W. W. Scane of Chatham, Ont., who went to the convention on invitation of BILLBOARD ADVERTISING, was elected a member, and was appointed organizer of Canada, in conjunction with The Price Advertising Company. Mr. Scane is a member of a prominent law firm, but prefers the business of bill posting. He is a young hustler.

### SHE'S A BLONDE.



BALLIE CARROLL'S STENOGRAPHER. Pursuant to the instructions of the A. B. P. A. Mr. J. Ballard Carroll, secretary of that organization, has engaged a stenographer. She is a blonde, petite and winsome. Her name is Maggie;

BILLBOARD ADVERTISING, Cincinnati, Ohio.

DEAR SIRS: President Kirch has called the Fifth Annual Meeting of the Illinois State Bill Posters' Association for Tuesday, August 20th, 11 a. m. at the Club Rooms, (Briggs' House), corner Fifth Avenue and Randolph Street, Chicago, Ills. The meeting will undoubtedly be the most important ever held in the state, for several reasons, and will mark a new era in bill posting and state organizations. The following well-known solicitors from New York, will address the meeting, viz: C. S. Houghtaling, (Old Hote), O. J. Gude of O. J. Gude & Co., and Ed. A. Stahlbrodt. Prominent bill posters who have agreed to be with us are: George M. Leonard, president Michigan State Association, F. M. Groves, president Indiana State Association, H. H. Tyner, president Ohio State Association, Al. Bryan, Cleveland, O., W. H. Walker, Detroit, Pat. Shannon, Milwaukee, L. N. Scott, St. Paul, Alex. Harbison, Indianapolis, and many others, and won't you as publisher of our organ attend?

There is no use in talking, it will be a great place to do good missionary work, for the cause of good bill posting, and every bill poster who from any cause is compelled to miss this meeting will miss one of the greatest hand-shaking events that will ever take place. Will you be with us?

Yours truly, R. C. CAMPBELL, PRESIDENT ASSOCIATED BILL POSTERS' ASSOCIATION OF THE UNITED STATES AND CANADA. WE WILL—EDITOR.

### CALL

For the Illinois State Bill Posters' Fifth Annual Meeting.

Tuesday, AUG. 20th, 11 A. M. Sharp.

All members, (and in fact every bill poster) in the state of Illinois, is hereby notified and cordially invited to attend the Fifth Annual Meeting of the Illinois State Bill Posters' Association, to be held at the Club Rooms, (Briggs' Houses,) 5th Avenue and Randolph Street, Chicago, Tuesday, August 20th, morning, afternoon and evening sessions will be held. Meeting will be called to order at 11 a. m. sharp. Business of importance to every billposter will be transacted at this meeting. Election of officers, etc., and a general talk from prominent advertisers on the subjects beneficial to the craft. Let every member who is not now a member, come or send in his application state initiation fee one years dues and per capita tax in the National Association a total of \$3.25.

Altogether it will undoubtedly be the biggest meeting ever held, and everyone intending to attend or join, should write R. C. Campbell, in care of American Advertising and Bill Posting Co., 280 Madison Street.

By order of F. B. KIRCH, PRESIDENT DAN. F. CLINE, Secretary.

We do Printing, and the People who appreciate the best class of work at the most Reasonable Prices patronize us. Can we estimate for you? No orders too large; None too small. Our Specialty is Poster Work For out-door Advertising. The Libbie Show Print, and Engravers, 6 to 12 Beach St., Boston, Mass.

### PUBLISHERS' CORNER.

We have only a limited amount of space at our command this month, and we really ought not to use that, but we want to mention our continued prosperity. Our subscription list during the month just passed has increased over twelve hundred. The Associated Bill Posters' Association alone subscribed for one thousand copies per month for one year, which they are going to circulate among all the larger advertisers of the country. They believe that BILLBOARD ADVERTISING is doing yeoman service in the cause of bill posting, and adopted this means to extend its support, and at the same time widen its influence.

We direct attention to the large amount of advertising which has been bestowed upon us this month, and also to the improvements in the make-up and general appearance of the paper.

Bill posters who desire to emulate the example of the Associated Bill Posters' Association, and educate the merchants of their respective cities up to a proper appreciation of the advertising value of the bill boards can obtain special terms by addressing this office.

### Everybody Vote!

What is the best advertisement in the columns of this issue of BILLBOARD ADVERTISING?

We want an expression of opinion from everyone of our readers. Fill out the coupon printed below, and mail it to the Voting Contest Editor, Billboard Advertising, Cincinnati, O., before August 28th next, in order that the votes may be counted, the prizes awarded and the results announced in our September number. The prizes are as follows:

1st To the firm whose ad. receives the largest number of votes, we will present \$25.00 in cash. We will also return the price of the advertisement, and run the same one year free of charge.

2nd To the firm whose ad. receives the second largest number of votes, we will present \$10.00 in cash and return the price of the advertisement, and run the same free of charge for six months.

3rd To the firm whose ad. receives the third largest number of votes, we will present \$5.00, return them the price of the advertisement, and run the same free of charge for three months.

Our object in instituting this contest is to excite interest in our advertising columns, and to incite in our advertisers a disposition to give more time, care and consideration to the preparation of their advertisements.

Please cut out this coupon, fill it out and mail it as above. No votes will be counted, save those which are written upon coupons, as we do not wish anyone to vote except the readers of our paper

Voting Contest Editor,  
BILLBOARD ADVERTISING,  
The Best Advertisement in the August issue of BILLBOARD ADVERTISING is that of

RETURNS ARE QUICK.

One Reason in Particular why Advertising on the Boards is Better than in the Newspapers.

(BY HERT M. MOSES.) The advertisement on the bill boards is seen and read when people are out of doors, and a person has to go out of doors to do most of his or her buying.

It often appears in the neighborhood of the places where the advertised article is for sale; The effect of such advertising, therefore, would seem to be immediate. The impression made on the reader has no time to wear away. If the advertisement tells in an effective manner about something the reader needs or wants, the chances are that a purchase will be made at once.

In this one respect then, bill board advertising appears to be better than newspaper advertising. An ad. in the newspaper is generally read at home, to be effective, it must be so striking as to make an impression that will last over night or until the next shopping expedition, and such ads are mighty hard to prepare.

I am a great believer in newspaper advertising myself, and I'm coming to have a high regard for the bill board, too. There used to be a time

mouth or pen, the inanimate poster is itself mute but powerful evidence against the flood of criticism directed against it. Although silent, it eloquently sings its own praise.

Bill board advertising is no longer "cheap and nasty." Almost fabulous prices are paid to get this high art. It is not uncommon to see high-class posters bearing the name of artists away up on the ladder of fame.

As far as attractiveness goes, it would seem the bill board had nearly reached the limit. But I believe that in the effort to be attractive, effectiveness has been neglected. Too much attention has been concentrated on art; too little has been devoted to literature. To get the very highest results, the best artists, and the best writers should pool their efforts. The mission of the artist is to get the public's eye, that of the writer is to tempt people to go down in their pockets and start their cash on its mission of buying.

Billboards are generally too crowded. The space is large—why cover every inch of it with great big type and pictures? Why not learn a lesson from the newspaper ad, that is so inviting, because a little blank space all around it makes it so?

Owners of billboards don't advertise themselves as well as they might. Most of them are satisfied to simply give their names and addresses

The Sun published in Philadelphia, says: "Distributors are fined \$50 or jailed at Newark, N. J., for working without paying a special tax of \$25. The Constitution of the United States prohibits the collection of such special taxes, but the Constitution of the United States seems to have no standing in Newark. Distributors everywhere should read Justice Bradley's decision on this point. You can have a copy for a dime. Address, Law Department, THE SUN, Randolph Building, Philadelphia, Pa."

The quotation is published in the form of an advertisement, and may be only intended to sell the "Bradley Decision Pamphlet." Nevertheless it would seem that inasmuch as the Sun is the official organ of the National Distributors' Association, it's course in this matter is indiscreet to say the least. In the first place, "Justice Bradley's decision says nothing whatever about distributors, and the tax imposed at Newark, N. J., or any other point for the matter of that, is in no sense at variance with the Constitution of the United States.

Ordinances such as these are common throughout this county and Canada, and experienced distributors are not disposed to regard them as either illegal or oppressive. It may be that here and there, some crank who is a distributor one week, an agent the next and any old thing the week after, will be found crying out against an ordinance of this nature.

By "distributors," we mean the "real thing," men who make a business of distributing and inclined to regard a license as beneficial and protective. They will not readily array themselves against law and order at the advise implied in The Sun.

BARNUM SAID: "If you have ten dollars to spend, spend one for the article and the other nine for advertising it." The old man knew a thing or two when it came to advertising. He died worth five millions of dollars, and made it all by extensive advertising.—The Boomer, Lexington, Ky.

The August Issue of Profitable Advertising will contain a special article on "The High-Art." Foster by Mr. Chas. K. Bolton, librarian of the Brookline Public Library and an enthusiastic collector of posters. We presume that the term "High-Art," in this instance signifies the nonsensical Beardsley style, but it goes without saying that the article will prove of great interest to bill posters and poster printers. Sample copies of the August issue of Profitable Advertising can be had by sending 11 cents in stamps to C. F. David, 45 Milk Street, Boston, Mass.

Walter G. Cooper writes entertainingly in Printers' Ink upon "How the Atlanta Exposition is being advertised." He expects to use posters quite extensively, just prior to the opening of the exposition.

Besides the one thousand subscriptions received from the A. B. P. A., one hundred have been sent by Ramsey & Co., of Lexington, Ky., and fifteen by the Southern Bill Posting Company. The single subscriptions for July amounted to one hundred and twelve. Only two subscriptions expire this month, consequently we are enabled to record an increase in circulation for the month amounting to one thousand two hundred and twenty-five.

LIST OF FAIRS + 1895. + REVISED AND CORRECTED.

Copyright, June, 1895, All Rights Reserved. This department will hereafter be made a regular feature of our columns, and will be broadened in scope so as to admit Exhibitions, Pure Food Exhibits, Celebrations, Fetes, Horse Shows, Flower Shows, Bench Shows, Poultry Shows, and all Industrial Exhibitions whatsoever. Managers of any attraction of this nature can have their dates, official roster, town and name of the society under whose auspices the exhibition takes place, published free of charge in nonpareil. The rate for bold face type will be made known on application.

ALABAMA.

Greenville, South Alabama Fair Society. R. G. Porter, sec'y.

ARKANSAS.

Batesville, Batesville Fair Association, Dr. D. C. Ewing, pres't, C. T. Rosenthal, treas. A. N. Simmons, sec'y.

CALIFORNIA.

Napa City, Napa Agricultural Society, E. H. Winslip, pres't, Nathan Coombs, sec'y.

COLORADO.

Denver, Colorado Exposition Company. Grand Junction, Grand Valley Fair Society, L. A. Bailey, sec'y.

CONNECTICUT.

Bradford, Bradford Agricultural Society, Geo. C. Fields, pres't, Walter Fodge, treas. J. A. Laid, sec'y, Sept. 26 and 27.

DELAWARE.

Dover, Agricultural Society of Delaware, Geo. A. Millington, pres't, Louis Schlabinger, treas. John B. Whitton, sec'y, Sept. 30 to Oct. 5.

FLORIDA.

Bartow, Dixie Social Fair Society, No Fair 1895.

GEORGIA.

Atlanta, Cotton States and International Exposition Co., Walter G. Cooper, sec'y, Opens Sept. 18, closes Dec. 31.

IDAHO.

Boise City, Boise City Driving Club.

Knoxville, Knox county Agricultural Society, O. D. Campbel, sec'y, Sept. 3 to 6. La Harpe, La Harpe District Fair Association, G. F. Otto, pres't, C. H. Ingram, treas. W. W. Gilton, sec'y, Aug. 25, 27, 28, 19 and 30.

INDIANA.

Angola, Steuben County Agricultural Society, A. M. Parsell, pres't, H. L. Hutson, sec'y, Oct. 8 to 11.



THE ASSOCIATED BILL POSTERS' ASSOCIATION CONVENTION, HOTEL CADILLAC, DETROIT, MICH., JULY 10, 1895.

when I thought poster advertising was "cheap and nasty." I formed this opinion through reading the newspapers. The editors said continually that no kind of publicity was profitable, credible or judicious, except newspaper advertising. What the editors say goes to make up public opinion, and so it became to be generally understood that the bill board was a good thing to avoid.

The newspaper disapproval of the bill board proceeded both from selfishness and partial truth. The publishers coveted the money that went to the printers and bill posters—that was selfishness—and it was partial truth to say bill board advertising was "cheap and nasty," because some of it was and is to-day. The same thing can be said of some newspaper advertising.

The publishers had every advantage. Their columns were powerful weapons. The votaries of the poster had no effective way of "sassing back."

After a time came the era when real artists were employed to make the bill boards attractive and through the process of evolution we have today marvelous and highly artistic combinations of colors on the public walls. Without word o

at the top of the boards. It often happens that they have space not in use. Why not utilize it in telling the advertising public what good results are sure to come through a judicious use of their bill boards? There are many good points to be brought out. Newspapers find it wise to constantly advertise their circulations, and praise newspaper advertising. Bill board owners and poster printers depend too much on solicitors. The boards will advertise themselves if the right kind of posters are stuck on them.

The editor of BILLBOARD ADVERTISING has a great field for missionary work. I wish him every success. I congratulate him on what has already been accomplished.

TO THE MEMBERS OF THE PENNSYLVANIA STATE ASSOCIATION AND ANY AND ALL BILL POSTERS IN PENNSYLVANIA—

The Second Annual Meeting of the Pennsylvania State Bill Posters Association will be held on Thursday, August 22nd, at 3:00 p. m. at Hotel Terrace, Scranton, Pa. It is to be hoped that all members will be present and that all bill posters in Pennsylvania will consider this a personal invitation.

By order of JNO. D. MISHLER, President. J. G. REESE, Secretary.

THE ACTON BURROWS COMPANY OF WINNIPEG, Manitoba, have closed a contract with the Canadian Pacific Railway Company, under which they will, for a term of years, control all the advertising privileges on the Company's whole system, from St. John, New Brunswick to Vancouver, British Columbia, including all lines operated by the Company which comprise over 7,000 miles, embracing over 1,100 stations. The contract includes the exclusive right to display advertisements in the stations and ticket agencies and on the telegraph poles, fences and premises of the Company, and it is understood that in addition to displaying advertisements in the stations a good deal of Mural Advertising will be gone in for. The Acton Burrows Company also has the privileges in regard to the advertising matter on all the C. P. R. Company's Trains.

C. F. Libbie Jr., manager of the Libbie Show Print, of Boston, Mass., is one of the show printers who recognizes the possibilities of BILLBOARD ADVERTISING, and extends solid and substantial support to the undertaking.

James A. Curran made rather an extended stay in the East. He did not return home until July 27th.

A CHARACTERISTIC LETTER From Brother Staats.

Lockport, N. Y. July 7th, 1895. BILLBOARD ADVERTISING, Cincinnati, Ohio.

MY VERY DEAR SIR: Enclosed we hand you \$3.00 of the "filthy," sometimes called "soap," "rhino," etc., The enclosed \$3.00 we had "over" on our return from the National Convention, and as we desire to lay it out in a good cause, a worthy object, we pass it over to BILLBOARD ADVERTISING. Whatever you do with it, don't fool it away for bread. As to page, why, we are not particular, use your own judgement.

Truly yours, JAMES H. STAATS.

John Osseforth, the boss bill poster with O. P. Fairchild of Covington, Ky., has been in the employ of Mr. Fairchild for the past eighteen years. He was born in Cincinnati, Ohio, and raised in Covington, Ky. Mr. Osseforth is still a young man being only 36 years of age. He has a brother who has a record of ten years continuous service in the employ of the same firm.





Poughkeepsie, Dutchess County Agricultural Society, Reginald W. Rives, pres't, Chas. W. Swift, treas. Ferdinand R. Bain, sec'y, Sept. 24 to 27. Riverhead, Suffolk County Agricultural Society, Sylvester N. Foster, sec'y, Oct. 1 to 3. Rochester, Western New York Agricultural Society, J. H. Sherman, pres't, T. F. Crittenden, treas. H. A. Kingsley, sec'y, Sept. 25 to 27. Spring Valley, Rockland county Fair, Sept 10-13. Ft. Edward, Washington county Fair, Sept 9-13. Cooperstown, Otsego county Fair, Sept 23 to 25. Lyons, Wayne county Fair, Sept 12 and 13. White Plains, Westchester county Fair, Sept 30 to Oct 2. Warsaw, Wyoming county Fair, Sept 24-25. Schoharie, Schoharie County Agricultural Society, Daniel W. Jenkins, pres't, Chas. Brewster, treas. H. F. Kingsley, sec'y, Sept. 25 to Oct 2. Syracuse, New York State Agricultural Society, Jas. B. Docharty, sec'y, Aug. 26 to 31. Waterloo, Seneca County Agricultural Society, Ben Bacon, pres't, Leonard Story, treas. Edward Nugent, sec'y, Sept. 24, 25 and 26. Watertown, Jefferson County Fair Association, E. A. Ayers, pres't, Frank M. Parker, treas. W. R. Skeels, sec'y, Sept. 10 to 13. Watkins, Schoharie County Agricultural Society, O. H. Budd, pres't, Frank W. Fiero, treas. Jos. P. Frost, sec'y, address Montour Falls, N. Y., Oct. 1 to 4. Westport, Essex County Agricultural Society, C. E. Stevens, sec'y, Aug. 27 to 29. Whites Point, Broome County Agricultural Society, Harry J. Watters, pres't, Phil H. Landers, treas. M. O. Eggleston, sec'y, Sept. 3 to 6.

Columbus, State Fair, W. W. Miller, sec'y, Sep. 2 to 8

Edenton, North Carolina Agricultural Society, Dr. W. R. Capehart, pres't, John C. Bond, sec'y, Oct. 22 to 25. Morganton, Burke County Fair Association, John H. Pierson, pres't, C. F. McKesson, treas. Theo. Gordon, sec'y. Raleigh, North Carolina State Fair, J. S. Carr, pres't, H. W. Ayer, sec'y, Oct. 22 to 25.

NEBRASKA.

Albion, Boone county Agricultural Society, W. A. Foynter, pres't, S. S. Hadley, treas. D. G. Barns, sec'y, Sept. 21 to 23. Auburn, Nemaha county Fair, C. O. Snow, sec'y, Sept. 24 to 27. Blair, Washington county Agricultural Society, A. W. Jones, pres, W. J. Cook, sec, Sept 21 to 5. Broken Bow, Custer county Fair, L. McCandless, sec'y, Sept. 24 to 27. Chadron, Dawes county Fair, F. F. Pittman, sec, Sept. 5 to 7. Clay Centre, Clay county Agricultural Society, B. W. Campbell, pres't, W. J. Gardner, treas, W. M. Smith, sec'y, Sept. 10 to 13. David City, Butler county Agricultural Society, T. B. Myers, pres't, S. Clingman, sec'y, Sept. 24 to 27. Fremont, Dodge county Agricultural Society, Jas. R. Cantlin, pres't, Jas. Huff, sec'y, Sept. 24 to 27. Geneva, Fillmore county Fair, W. H. Cooksey, sec'y, Sept. 3 to 6. Grand Island, Hall county Agricultural Society, W. H. Harrison, pres't, S. U. Wolbach, treas. Geo. F. Ryan, sec'y, Sept. 24 to 27. Hastings, Adams county Agricultural Society, R. E. Walden, sec'y, Sept. 10 to 13. Indianola, Red Willow county Agricultural Society, W. S. Fitch, pres't, J. R. Neel, treas. C. W. Beck, sec'y, Sept. 9 to 12. Kearney, Buffalo County Agricultural Society, G. W. Whittaker, pres't, W. F. Pickering, treas. J. I. Brown, sec'y, Sept. 24 to 27. Lincoln, Nebraska Exposition Association, A. L. Sullivan, pres't, J. H. Westcott, treas. A. M. Trimble, sec'y, Sept. 9 to 13. Madison, Madison County Agricultural Society, H. F. Barney, pres't, J. L. Ryanson, sec'y, Sept. 10 to 13. Minden, Kearney county Agricultural Society, John W. Hawkins, pres't, Rollin Orcutt, treas. L. M. Copeland, sec'y, Sept. 24 to 27. Omaha, Nebraska State Fair Association, Robt. W. Furnas, sec'y, address, Brownville, Neb. Orleans, Harlan county Fair, D. R. Waggoner, sec'y, Sept. 10 to 13. Osceola, Polk county Fair, C. D. Stoner, sec'y, Sept. 9 to 12. Pappillon, Sarpy County Agricultural Society, H. E. Friske, pres't, W. D. Clarke, treas. Chas. Nownes, sec'y, Sept. 11 to 13. Plattsmouth, Cass County Agricultural Society, F. M. Richey, pres't, T. H. Follock, sec'y, Sept. 24 to 27. Sidney, Cheyenne county Fair, H. E. Gopen, sec, Sept. 11 to 13. Smithfield, Gosper county Fair, H. A. M. White, sec'y, Sept. 19 to 21. Syracuse, Otoe county Fair, F. E. Brown, sec'y, Sept. 24 to 27. Tekamah, Bart county, J. R. Sutherland, sec'y, Sept. 11 to 13. Wahoo, Saunders county Agricultural Society, M. Shries, sec'y, Sept. 10 to 13. York, York county Agricultural Society, H. W. Kleinschmidt, sec'y, Sept. 10 to 13.

OHIO.

Ada, Ada Tri-County Fair, S. W. Phillips, pres Agnew Welsh, sec'y. Aug. 27 to 30. Akron, Summit County Agricultural Society, I. W. Keighbaum, pres, C. W. Brewster, treas. Albert Hale, sec'y, Oct. 1 to 3. Ashland, Ashland Fair Association, Robt. J. Simanton, pres, J. Cahn, treas. A. W. Frizinger, sec'y, Sept. 3 to 6. Athens, Athens County Agricultural Society, S. F. Wolfe, pres, S. N. Hobson, sec'y, Aug. 20 to 22.

Bellefontaine, Logan County Agricultural Society, Geo. A. Henry, pres, S. E. Allmon, treas. Banner M. Allen, sec'y, Oct. 1 to 4. Blanchester, Blanchester Fair Association, Winfield Scott, pres, S. H. Hampton, treas. S. M. Creighton, sec'y, Aug. 27 to 30. Boston, Owensville P. O. John Rowen, sec'y. Bowling Green, Wood County Fair Company, W. R. Noyes, sec'y, Sept. 24 to 28. Bucyrus, Crawford County Agricultural Society, E. B. Monette, pres, M. J. Monette, treas. B. Beal, sec'y, Sept. 24 to 27. Burton,auga County Fair Association, W. Ballard, pres, H. C. Tuttle, treas. P. W. Parmelee, sec'y, Sept. 3 to 6. Cadiz, Harrison County Agricultural Society, S. Dickerson, pres, W. S. Cepna, treas. J. C. Glover, sec'y, Oct. 2 to 4. Canton, Stark County Agricultural Society, A. J. DeHoff, sec'y, Sept. 24 to 27. Carrollton, Carroll County Agricultural Society, David Blayer, pres, T. J. Saltzman, treas. C. A. Tope, sec'y, Sept. 24 to 27. Carthage, Hamilton County Fair Association, Ben Bacon, pres't, Leonard Story, treas. Edward Nugent, sec'y, Sept. 24, 25 and 26. Celina, Banner Fair of Ohio, C. W. Halchid, sec'y and treas; address, Mercer, Aug. 20 to 23. Chagrin Falls, Cuyahoga County Agricultural Society, D. L. Sampson, pres't, H. U. Bigalow, treas. Tryon Bailey, sec'y, Sept. 10 to 13. Chillicothe, Scioto Valley Fair Association, C. W. Storey, pres. Theo. Spetnagel, treas. W. W. Woodrow, sec'y, Aug. 6 to 9.

Coshocton, Coshocton County Fair Association, Ed. L. Kottler, sec'y, Oct. 8 to 11. Delaware, Delaware County Agricultural Society, E. A. Furniss, sec'y, Aug. 27 to 30. Eaton, Preble County Fair Association, Henry H. Farr, sec'y, Sept. 24 to 27. Elyria, Lorain county Agricultural Society, J. L. Reed, pres, C. E. O'Leary, treas, A. S. Thomas, sec'y, Sept. 24 to 27. Jefferson, Ashland county Fair, Sept 24 to 27. Owensville, Clermont county Fair, Sept 2 to 6. Lisbon, Columbiana county Fair, Sept 19 to 19. Greenville, Darke county Fair, Aug 26 to 30. Hillsboro, Highland county Fair, Aug 20 to 23. Logan, Hocking county Fair, Aug 20 to 31. New London, Huron county Fair, Aug 28 to 30. Bellevue, Huron county Fair, Oct 1 to 4. Proctorville, Lawrence county Fair, Sept 12 to 14. Croton, Licking county Fair, Sept 10 to 13. Canfield, Mahoning county Fair, Sept 12 to 26. Marion, Marion county Fair, Oct 1 to 4. Zanesville, Muskingum county Fair, Sept 10 to 13. Sarahsville, Noble county Fair, Sept 18 to 20. Somerset, Perry county Fair, Oct 16 to 18. Attica, Seneca county Fair, Oct 8 to 11. Hartford, Trumbull county Fair, Sept 10 to 13. Warren, Trumbull county Fair, Sept 10 to 13. Circleville, Pickaway county Fair, July 23 to 26. Canal Dover, Tuscarawas county Fair, Oct 1 to 4. Montpelier, Williams county Fair, Sept 24 to 27. Findlay, Findlay Fair Association, M. C. Urcie, pres, H. F. Foster, treas. A. S. Thomas, sec'y, Sept. 18 to 21. Potosi, Northwestern Ohio Fair Association, C. German, pres, J. L. Mickey, treas. C. M. Hughes, sec'y, Sept. 3 to 6. Fremont, Sandusky County Agricultural Society, J. H. Brown, sec'y, Sept. 24 to 27. Lincoln, Nebraska Exposition Association, A. L. Sullivan, pres't, J. H. Westcott, treas. A. M. Trimble, sec'y, Sept. 9 to 13. Madison, Madison County Agricultural Society, H. F. Barney, pres't, J. L. Ryanson, sec'y, Sept. 10 to 13. Minden, Kearney county Agricultural Society, John W. Hawkins, pres't, Rollin Orcutt, treas. L. M. Copeland, sec'y, Sept. 24 to 27. Omaha, Nebraska State Fair Association, Robt. W. Furnas, sec'y, address, Brownville, Neb. Orleans, Harlan county Fair, D. R. Waggoner, sec'y, Sept. 10 to 13. Osceola, Polk county Fair, C. D. Stoner, sec'y, Sept. 9 to 12. Pappillon, Sarpy County Agricultural Society, H. E. Friske, pres't, W. D. Clarke, treas. Chas. Nownes, sec'y, Sept. 11 to 13. Plattsmouth, Cass County Agricultural Society, F. M. Richey, pres't, T. H. Follock, sec'y, Sept. 24 to 27. Sidney, Cheyenne county Fair, H. E. Gopen, sec, Sept. 11 to 13. Smithfield, Gosper county Fair, H. A. M. White, sec'y, Sept. 19 to 21. Syracuse, Otoe county Fair, F. E. Brown, sec'y, Sept. 24 to 27. Tekamah, Bart county, J. R. Sutherland, sec'y, Sept. 11 to 13. Wahoo, Saunders county Agricultural Society, M. Shries, sec'y, Sept. 10 to 13. York, York county Agricultural Society, H. W. Kleinschmidt, sec'y, Sept. 10 to 13.

Orville, The Central Ohio Fair, Proctor E. Seas, Sec'y and Supt. October 8 to 11.

Salom, Wm. G. Bentley, sec'y, Sept. 10 to 13. Sandusky, Erie County Agricultural Society, S. C. Front, pres, C. B. Wilcox, treas. John T. Mack, sec'y, Sept. 17 to 20. Seth, Clarke County Fair Association, C. Stewart, pres, G. H. Garlough, treas. Wm. Jenkins, sec'y, Aug. 27 to 30. Sidney, Shelby County Agricultural Institute, H. Guthrie, pres, O. B. Taylor, treas. G. C. Anderson, sec'y, Sept. 17 to 20. Smithfield, Jefferson County Fair, A. L. Sutherland, pres. Chas. McKinney, treas. J. O. Hayne, sec'y, Sept. 25 to 27. Springfield, Clark County Fair, Wm. Jenkins, pres, P. O. Smith, sec'y, Sept. 10 to 13. St. Clairsville, Belmont County Agricultural Society, John Sidebottom, pres. E. G. Amos, treas. T. C. Ayers, sec'y, Sept. 21 to 27. Toledo, Tri-State Fair Association, J. F. Fitzsimmons, sec'y, Aug. 20 to 23. Troy, Miami County Agricultural Society, T. S. Scott, pres, A. McCardy, treas. W. I. Tenney, sec'y, Sept. 23 to 27. Upper Sandusky, Wyandotte County Agricultural Society, G. W. Cliffe, pres't, Henry Keas, sec'y, Oct. 8, 9, 10 and 11. Urbana, Champaign County Agricultural Society, C. H. Ganson, pres. H. F. Wilson, treas. J. W. Crowl, sec'y, Aug. 20 to 23. Van Wert, Van Wert County Agricultural Society, H. F. Stuckey, pres. O. J. Swartout, sec'y, Aug. 20 to 23. Wapakoneta, Auglaize County Fair, J. T. Van Horn, pres. Frank Rigdon, treas. M. J. Crawford, sec'y, Oct. 8 to 11. Washington, Guernsey County Fair, Dr. G. H. Washington, pres, H. D. Craig, sec'y, Sept. 24 to 27. Washington C. H., Fayette County Fair, L. C. Mallow, pres, F. G. Carpenter, treas. Willis N. Allen, sec'y, Aug. 13 to 16. Wauson, Fulton County Agricultural Society, L. G. Ely, pres, J. W. Howard, treas. Thos. Keas, sec'y, Oct. 8, 9, 10 and 11. Wellington, Wellington Union Agricultural Society, H. C. Harris, sec'y, Aug. 21 to 23. West Union, Adams County Agricultural Society, W. K. Coleman, pres. Henry Scott, treas. Keas, sec'y, Oct. 10 to 13. Wilmington, G. P. Thorpe, sec'y. Winchester, Adams county Fair, Sept 17 to 21. Woodsfield, Monroe County Fair Association, W. C. Mooney, pres. Geo. P. Dorr, sec'y, Sept. 10 to 13. Wayne County Agricultural Society, Wm. Armstrong, pres W. A. Wilson, treas. I. N. Kinney, sec'y, Sept. 17 to 20. Xenia, Green County Agricultural Society R. R. Grieve, sec'y, Aug. 13 to 16. Youngstown, Mahoning County Agricultural Society, B. P. Baldwin, pres. J. H. Kuhlman, sec'y, Sept. 21 to 26.

PENNSYLVANIA.

Allentown, Lehigh County Agricultural Society, Jeremiah Roth, pres't, Victor U. Warner, treas. W. K. Mohr, sec'y, Sept. 23 to 27. Apollo, Armstrong and Westmoreland Agricultural Society, Mill Unzapher, pres't, Nelson, treas. H. G. Kinter, sec'y, Sept. 12 to 13. Beaver, Beaver county Agricultural Society, W. H. Partington, pres't, Frank Moore, treas. E. P. Kuhn, sec'y, Sept. 24 to 27. Berwick, Berwick Fair Association, Jos. H. Hick, pres't, B. D. Freas, treas. John W. Evans, sec'y, Oct. 2 to 5. Bethlehem, Bethlehem Great Inter-State Fair, J. W. Lovell, pres't, H. H. Dash, treas. H. A. Groman, sec'y, Sept. 12 to 20. Bloomsburg, Columbia county Agricultural Society, John S. Mensch, pres't, Jas. C. Brown, treas. A. N. Yost, sec'y, Oct. 8 to 12.

Brookville, Jefferson County Fair Association, A. D. Long, sec'y, Sept. 24 to 27. Burgettstown, Union Agricultural Association, Wm. Melvin, sec'y, Oct. 1 to 3. Butler, Butler Agricultural Society, W. P. Roensing, sec'y, Sept. 3 to 6. Cambridgeport, Central Crawford Agricultural Society, Clara D. Eckels, pres't, J. L. Case, treas. Albert S. Baker, sec'y, Sept. 24 to 27. Canton, Bradford county Agricultural Society, Sept. 24 to 27. Carlisle, Cumberland county Fair Association, C. Ritter, sec'y, Sept. 24 to 27. Cambridge, Greene county Agricultural Society, Geo. Shroyer, pres't, L. W. Gwynn, sec'y, Oct. 3 and 4. Cochranton, Cochranton Agricultural Society, Hugh Smith, pres't, Jesse Moore, treas. John H. Adams, sec'y, Sept. 18 to 19. Conneautville, Crawford county Agricultural Society, W. W. Lower, pres't, J. H. Rupert, treas. F. L. Lord, sec'y, Sept. 10 to 13. Corry, Northwestern Agricultural Society, S. E. Kimmel, pres't, N. R. Heath, treas. Chas. D. Colegrove, sec'y, Sept. 12 to 25. Dayton, Armstrong county Fair Association, T. M. Elder, pres't, S. W. Marshall, treas. A. G. Walker, sec'y, Sept. 25 to 28. East Towanda, Bradford county Agricultural Society, Hugh McInnes, pres't, Geo. W. Blackman, treas. J. N. Callig, sec'y, Sept. 24 to 27. Forksville, Sullivan county Agricultural Society, M. R. Black, pres't, J. L. Hoagland, sec'y, address, Lincoln Falls, Pa., Oct. 2 to 4. Greensburg, Greensburg Fair Association, W. F. Holtzer, pres't, D. B. Fisher, treas. M. N. Clark, sec'y address, Claridge, Pa. Oct. 2 to 9. Hanover, Hanover county Fair Association, Smith, sec'y, Sept. 10 to 13. Harford, Harford Agricultural Society, E. E. Jones, sec'y, Sept. 25 and 26. Hookstown, Millcreek Valley Agricultural Society, H. W. Nelson, pres't, Allan McDonald, treas. R. M. Swaney, sec'y, Aug. 20 to 27. Kutztown, Keystone Agricultural Society, Jacob Heffner, pres't, J. B. Essen, sec'y, Sept. 17 to 20. Lehighton, Carbon County Industrial Society, Wm. E. Ash, pres't, Val Schwartz, treas. C. W. Bower, sec'y, Sept. 10 to 13. Lewisburg, Union county Agricultural Society, Andrew Ruhl, pres't, Geo. E. Long, sec'y, Sept. 24 to 27.

Leviston, Mifflin county Agricultural Society, Jas. H. Sigler, pres't, Thos. W. Moore, treas. A. T. Hamilton, sec'y, Dec. 10 to 13. Lykens, Lykens Agricultural Society, Dr. A. G. Stanley, pres't, Jos. Kramer, treas. A. Long sec'y, Aug. 21 to 23. Mansfield, Mansfield Fair Association, J. M. Barron, pres't, W. D. Heston, treas. J. A. Hillard, sec'y, Sept. 24 to 27. Mercer, Mercer Central Agricultural Association, John T. Cill, pres't, John P. Orr, sec'y, Sept. 10 to 13. Montrose, Montrose Agricultural Society, V. A. Titworth, sec'y, Oct. 1 to 2. Nazareth, Northampton county Agricultural Society, Wm. F. Beck, pres't, J. J. Maus, sec'y, Oct. 1 to 4. New Castle, Lawrence county Agricultural Society, Wm. E. Lockhart, pres't, Hon. A. L. Martin, sec'y, La. 4 week in August. Newport, Perry county Agricultural Society, D. H. Shibley, pres't, F. A. Fry, sec'y, Sept. 17 to 20. Orwigsborg, Schuylkill county Agricultural Society, David C. Brown, pres't, Harry D. Koch, treas. John C. Beck, sec'y, Sept. 3 to 6. Oxford, Oxford Agricultural Society, Wm. H. Hogg, pres't, Milton Walker, sec'y, Sept. 24 to 27. Parker, Parker Agricultural Association, S. W. Coe, pres't, T. Cohen, treas. G. A. Needle, sec'y, Sept. 10 to 13. Port Royal, Port Royal Fair Association, D. W. Cross, pres't, W. K. Wharton, sec'y, Sept 10 to 13. Pottstown, Montgomery, Berks and Chester Agricultural Society, John Toal, pres't, Calvin Fegally, treas. E. P. Ancona, sec'y, Sept. 3 to 6. Reading, Berks County Agricultural Society, Jas. McDowall, pres't, Milford R. Ritter, treas. Cyrus T. Fox, sec'y, Sept. 10 to 13. Scranton, Scranton Fair Association, E. J. Woodwin, sec'y, July 2 to 5. Shamokin, Shamokin Agricultural Society, Wm. Burry, pres't, John Mullen, treas. A. G. Marr, sec'y, Sept. 10 to 13. Stoneboro, Mercer County Agricultural Society, R. J. McClure, pres't, R. P. Cann, treas. J. P. Hines, sec'y, Sept. 24 to 26. Stroudsburg, Monroe County Agricultural Society, J. S. Williams, pres't, R. B. Keller, treas. T. C. Brown, sec'y, Sept. 3 to 6. Tarentum, Tarentum Fair Association, G. A. McWilliams, pres't, Geo. W. Smith, treas. W. H. McCullough, sec'y, Aug. 27 to 30. Titusville, Oil Creek Valley Agricultural Association, Thos. Purfill, pres't, W. W. Lewis, J. H. Cogswell, sec'y, Sept. 10 to 13. Troy, Troy Farmers Club Fair, John F. Hunt, pres't, Samuel Poweroy, treas. Nelson A. Maynard, sec'y, Sept. 10 to 13. Uniontown, Fayette County Agricultural Society, W. S. Craft, pres't, W. V. Parshali, sec'y, Sept. 8 to 14. Washington, Western Pennsylvania Agricultural Association, Geo. M. Cameron, pres't, Jas. K. Mitchell, treas. Julius LeMoyné, sec'y, Aug. 27 to 30. Wellsboro, Grange Picnic Fair Association, W. H. Whiting, sec'y, Sept. 4 to 6. West Chester, Chester County Agricultural Society, R. E. Mangum, pres't, M. H. Matlack, treas. Barclay Lear, sec'y, Sept. 5 to 7. Westfield, Cowanque Valley Agricultural Society, Chas. Tubbs, pres't, R. E. Buck, treas. John R. Dengie, sec'y, Sept. 17 to 20.

West Pittston, Luzerne county Fair, Sept 10-13. Williams Grove, Grangers' Inter-State Picnic Exhibition, H. S. Mohler, pres't, R. H. Thomas, gen'l manager, address, Mechanicsburg, Pa., Aug. 26 to 31.

Woonsocket, Woonsocket Agricultural Society, John Boyden, sec'y, Sept. 10 to 12. Providence, State Fair, W. W. Dexter, sec'y.

Columbia, South Carolina State Agricultural Society, Thos. J. Moore, pres't, Thos. W. Holloway, sec'y, address, Pomaria, South Carolina. Nov. 11 to 15.

Sioux Falls, South Dakota State Fair Association, Oscar P. Kemp, pres't, Watertown, S. D. Morris H. Kelly, sec'y, Aberdeen, S. D. Sept. 1 to 4.

Belton, Bell County Fair Association, W. S. Carter, pres't, Louis Tyler, treas. L. K. Tarver, sec'y, Oct. 8 to 12. Calvert, Robertson County Fair Association, L. T. Fuller, pres't, J. A. Foster, treas. U. Wm. Farish, sec'y, Sept. 11 to 14. Corsicana, Navarro County Fair Association, Joel Hayden, pres't, F. C. Hand, sec'y, Oct. 15 to 18.

TEXAS.

Belton, Bell County Fair Association, W. S. Carter, pres't, Louis Tyler, treas. L. K. Tarver, sec'y, Oct. 8 to 12. Calvert, Robertson County Fair Association, L. T. Fuller, pres't, J. A. Foster, treas. U. Wm. Farish, sec'y, Sept. 11 to 14. Corsicana, Navarro County Fair Association, Joel Hayden, pres't, F. C. Hand, sec'y, Oct. 15 to 18. Cedarburg, Ozaukee County Agricultural Society, John Gough, pres't, L. E. Schroeder, treas. D. E. McGinley, sec'y, Sept. 25, 26 and 27. Chilton, Chilton Fair Association, L. D. Dorschell, sec'y, Sept. 24 to 27. Cumberland, Cumberland Inter-County Fair Association, S. V. Waterman, pres't, H. S. Williams, treas. H. L. Comstock, sec'y, Sept. 18 to 20. Tyler, Tyler Fruit Palace, S. H. Cox, pres't J. T. Harris, treas. J. M. Herndon, sec'y. P. Douglas, gen'l manager, July 17 to Aug. 1. Victoria, Southwest Texas Fair Association, L. D. Heason, pres't, L. N. Hofer, sec'y, D. H. Reagan, treas. Nov. 7 to 12.

Brattleboro, Valley Fair Association, Geo. W. Hooker, pres't, Julius J. Estey, treas. C. I. Stacey, sec'y, Sept. 25 and 26. Fairhaven, Western Vermont Agricultural Association, E. Bussey, pres't, R. C. Reed, treas. H. K. Sheldon, sec'y, Sept. 17 to 20. Lyndonville, Northern Caledonia Fair Association, L. B. Harris, pres't, B. N. Wells, treas. E. M. Campbell, sec'y, Sept. 17 and 18. Manchester, Battenkill Valley Fair, D. K. Simonds, sec'y, Sept. 11 to 13. Northfield, Dog River Valley Fair Association, Geo. W. Lynde, pres't, W. Holden treas. J. C. Thayer sec'y, Sept. 17 to 19. Rutland Rutland Fair Association, J. H. Mead, pres't F. A. Field treas. F. H. Chapman, sec'y, Oct. 1 to 4. St. Johnsbury, Caledonia Fair Association, Arthur F. Stone pres't J. D. Gould sec'y, Sept. 10 to 12. Sheldon Junction Franklin county Agricultural Association, A. B. Croft pres't C. A. Oliver sec'y, Aug. 28 to 30. Waterbury, Winooksi Valley Fair Association, G. E. Moody pres't Geo. W. Atkins, treas. E. G. Hooker sec'y Sept. 10 to 12. Woodstock, Windsor county Agricultural Society, W. H. Eastman pres't H. C. Lockwood, treas. John S. Eaton, sec'y, Sept. 24 to 26.

Fredericksburg, Rappahannock Fair Society, Oliver Eastburn, pres't, S. J. Quinn, sec'y, Oct. 22 to 24. Lynchburg, Lynchburg Fair Association, Samuel T. Withers, pres't, G. W. Smith, sec'y, Oct. 1 to 4. Richmond, Virginia State Fair Association, Henry W. Wood, pres't, Wm. G. Owens, sec'y, Oct. 8 to 12. Staunton, No Fair 1895. Staunton, Virginia Fair Association, C. B. Coiner, pres't, Herb Ker, sec'y, Sept. 3 to 6. Suffolk, Suffolk Agricultural Association, Geo. W. Nurney, pres't, J. Walter Hosier, sec'y, Oct. 15 to 18. Winchester, Shenandoah Valley Fair Association, E. M. Nash, pres't, W. J. McCoy, treas. T. A. Burr, sec'y, Sept. 18 to 22. Madison, Wisconsin State Agricultural Society, J. S. Fleming, sec'y, Sept. 16 to 21. Medford, Taylor County Agricultural Society, J. W. Whbeck, pres't, T. M. Miller, sec'y, Sept. 11 to 13. Menominee, Dunn County Agricultural Society, Paul C. Wilson, pres't, J. B. Chickering, treas. Geo. M. Callaway, sec'y, Sept. 17 to 19. Merrill, Lincoln County Agricultural Society, J. N. Cotter, pres't, Julius Thielman, treas. Thos. J. Mathews, sec'y. Mineral Point Mineral Point Fair Association, G. G. Cox, pres't, P. Allen, treas. H. S. Well, sec'y, Sept. 13 to 6. Monroe, Green County Agricultural Society, C. T. Hodges, pres't, Robt. A. Ritter, sec'y, Sept. 11 to 14. New London, New London Agricultural Society, H. C. Cannon, pres't, Henry Cannon, sec'y, Sept. 17 to 20. Oconto, No Fair in 1895.

Ashtland, Ashtland County Agricultural Society, J. G. McGeehan, pres't, John A. Watson, treas. J. F. Spencer, sec'y, Sept. 18 to 20. Danbury, Danvers Prairie Agricultural Society, John Carcy, pres't, H. C. Enke, treas. D. F. Brown, sec'y, Sept. 11, 12 and 13. Rosabel, Rosabel Agricultural Association, Lou B. Ruksa, pres't, F. C. Blafley, treas. Jud. P. Walker, sec'y, Sept. 13 to 15. Black River Falls, Jackson Agricultural Society, H. J. Ormsby, sec'y, Sept. 10 to 13. Bloomington, Whites Prairie Agricultural Society, John Carcy, pres't, H. C. Enke, treas. D. F. Brown, sec'y, Sept. 11 to 14. Paris, Henry county Fair Association, John R. Wright, pres't, R. A. Foster, sec'y, Oct. 15 to 18. Rockwood, Roane County Fair Association, J. G. Crumbliss, pres't, S. P. Sparks, sec'y, Oct. 1 to 4.

Belton, Bell County Fair Association, W. S. Carter, pres't, Louis Tyler, treas. L. K. Tarver, sec'y, Oct. 8 to 12. Calvert, Robertson County Fair Association, L. T. Fuller, pres't, J. A. Foster, treas. U. Wm. Farish, sec'y, Sept. 11 to 14. Corsicana, Navarro County Fair Association, Joel Hayden, pres't, F. C. Hand, sec'y, Oct. 15 to 18. Cedarburg, Ozaukee County Agricultural Society, John Gough, pres't, L. E. Schroeder, treas. D. E. McGinley, sec'y, Sept. 25, 26 and 27. Chilton, Chilton Fair Association, L. D. Dorschell, sec'y, Sept. 24 to 27. Cumberland, Cumberland Inter-County Fair Association, S. V. Waterman, pres't, H. S. Williams, treas. H. L. Comstock, sec'y, Sept. 18 to 20. Tyler, Tyler Fruit Palace, S. H. Cox, pres't J. T. Harris, treas. J. M. Herndon, sec'y. P. Douglas, gen'l manager, July 17 to Aug. 1. Victoria, Southwest Texas Fair Association, L. D. Heason, pres't, L. N. Hofer, sec'y, D. H. Reagan, treas. Nov. 7 to 12.

Brattleboro, Valley Fair Association, Geo. W. Hooker, pres't, Julius J. Estey, treas. C. I. Stacey, sec'y, Sept. 25 and 26. Fairhaven, Western Vermont Agricultural Association, E. Bussey, pres't, R. C. Reed, treas. H. K. Sheldon, sec'y, Sept. 17 to 20. Lyndonville, Northern Caledonia Fair Association, L. B. Harris, pres't, B. N. Wells, treas. E. M. Campbell, sec'y, Sept. 17 and 18. Manchester, Battenkill Valley Fair, D. K. Simonds, sec'y, Sept. 11 to 13. Northfield, Dog River Valley Fair Association, Geo. W. Lynde, pres't, W. Holden treas. J. C. Thayer sec'y, Sept. 17 to 19. Rutland Rutland Fair Association, J. H. Mead, pres't F. A. Field treas. F. H. Chapman, sec'y, Oct. 1 to 4. St. Johnsbury, Caledonia Fair Association, Arthur F. Stone pres't J. D. Gould sec'y, Sept. 10 to 12. Sheldon Junction Franklin county Agricultural Association, A. B. Croft pres't C. A. Oliver sec'y, Aug. 28 to 30. Waterbury, Winooksi Valley Fair Association, G. E. Moody pres't Geo. W. Atkins, treas. E. G. Hooker sec'y Sept. 10 to 12. Woodstock, Windsor county Agricultural Society, W. H. Eastman pres't H. C. Lockwood, treas. John S. Eaton, sec'y, Sept. 24 to 26.

Fredericksburg, Rappahannock Fair Society, Oliver Eastburn, pres't, S. J. Quinn, sec'y, Oct. 22 to 24. Lynchburg, Lynchburg Fair Association, Samuel T. Withers, pres't, G. W. Smith, sec'y, Oct. 1 to 4. Richmond, Virginia State Fair Association, Henry W. Wood, pres't, Wm. G. Owens, sec'y, Oct. 8 to 12. Staunton, No Fair 1895. Staunton, Virginia Fair Association, C. B. Coiner, pres't, Herb Ker, sec'y, Sept. 3 to 6. Suffolk, Suffolk Agricultural Association, Geo. W. Nurney, pres't, J. Walter Hosier, sec'y, Oct. 15 to 18. Winchester, Shenandoah Valley Fair Association, E. M. Nash, pres't, W. J. McCoy, treas. T. A. Burr, sec'y, Sept. 18 to 22. Madison, Wisconsin State Agricultural Society, J. S. Fleming, sec'y, Sept. 16 to 21. Medford, Taylor County Agricultural Society, J. W. Whbeck, pres't, T. M. Miller, sec'y, Sept. 11 to 13. Menominee, Dunn County Agricultural Society, Paul C. Wilson, pres't, J. B. Chickering, treas. Geo. M. Callaway, sec'y, Sept. 17 to 19. Merrill, Lincoln County Agricultural Society, J. N. Cotter, pres't, Julius Thielman, treas. Thos. J. Mathews, sec'y. Mineral Point Mineral Point Fair Association, G. G. Cox, pres't, P. Allen, treas. H. S. Well, sec'y, Sept. 13 to 6. Monroe, Green County Agricultural Society, C. T. Hodges, pres't, Robt. A. Ritter, sec'y, Sept. 11 to 14. New London, New London Agricultural Society, H. C. Cannon, pres't, Henry Cannon, sec'y, Sept. 17 to 20. Oconto, No Fair in 1895.

Fredericksburg, Rappahannock Fair Society, Oliver Eastburn, pres't, S. J. Quinn, sec'y, Oct. 22 to 24. Lynchburg, Lynchburg Fair Association, Samuel T. Withers, pres't, G. W. Smith, sec'y, Oct. 1 to 4. Richmond, Virginia State Fair Association, Henry W. Wood, pres't, Wm. G. Owens, sec'y, Oct. 8 to 12. Staunton, No Fair 1895. Staunton, Virginia Fair Association, C. B. Coiner, pres't, Herb Ker, sec'y, Sept. 3 to 6. Suffolk, Suffolk Agricultural Association, Geo. W. Nurney, pres't, J. Walter Hosier, sec'y, Oct. 15 to 18. Winchester, Shenandoah Valley Fair Association, E. M. Nash, pres't, W. J. McCoy, treas. T. A. Burr, sec'y, Sept. 18 to 22. Madison, Wisconsin State Agricultural Society, J. S. Fleming, sec'y, Sept. 16 to 21. Medford, Taylor County Agricultural Society, J. W. Whbeck, pres't, T. M. Miller, sec'y, Sept. 11 to 13. Menominee, Dunn County Agricultural Society, Paul C. Wilson, pres't, J. B. Chickering, treas. Geo. M. Callaway, sec'y, Sept. 17 to 19. Merrill, Lincoln County Agricultural Society, J. N. Cotter, pres't, Julius Thielman, treas. Thos. J. Mathews, sec'y. Mineral Point Mineral Point Fair Association, G. G. Cox, pres't, P. Allen, treas. H. S. Well, sec'y, Sept. 13 to 6. Monroe, Green County Agricultural Society, C. T. Hodges, pres't, Robt. A. Ritter, sec'y, Sept. 11 to 14. New London, New London Agricultural Society, H. C. Cannon, pres't, Henry Cannon, sec'y, Sept. 17 to 20. Oconto, No Fair in 1895.

Yakima, Washington State Fair, Sept. 30 to Oct. 13.

Cottageville, Evans Fair Association, J. M. Miller, sec'y, Aug. 20 to 23. New Martinsville, Wetzel County Fair Association, John Steuder, pres't, S. R. Martin, sec'y, Aug. 20 to 23. Pennsylvania, Erie County Agricultural Society, W. B. Wood, pres't, C. T. Shivers, treas. Will A. Strickler, sec'y, Sept. 10 to 12. Point Pleasant, Mason County Agricultural Society, A. N. Roseberry, sec'y, Aug. 6 to 9. Wheeling, West Virginia State Fair, A. Devman, treas. Geo. Hook, sec'y, Sept. 2 to 6. Evans, Jackson county Fair, J. M. Miller sec'y, Aug. 20 to 23. Martinsburg, Morgans Grove Fair, Dr. A. S. Reynolds, pres. R. S. M. Hoffman, sec'x. Viroqua, Vernon County Agricultural Society, D. Wise, pres't, W. Powell, treas. F. W. Alexander, sec'y, Sept. 17 to 20. Waukesha, Waukesha County Agricultural Society, E. W. Chafin, pres't, F. R. Fuller, treas. W. H. Smith, sec'y, Sept. 10 to 13. Wausau, Marathon County Agricultural Society, Robt. Pisch, pres't, John Kiefer, treas. E. B. Thayer, sec'y, Sept. 12 to 14. West Bend, West Bend Agricultural Society, S. E. Mayer, pres't, W. James treas. Joseph W. 20 to 23. West Superior, Douglas County Agricultural Society, Jas. Bishop, sec'y, Sept. 10. Weyauwega, Waupaca County Agricultural Association, A. L. Hutchinson, sec'y, Sept. 24 to 27. West Salem, Lacsore county Fair, O. S. Sis son, sec'y, Oct. 1 to 4. Wautoma, Waushara county Fair, J. S. Bishop, sec'y, Sept. 24 to 26.

Ashland, Ashland County Agricultural Society, J. G. McGeehan, pres't, John A. Watson, treas. J. F. Spencer, sec'y, Sept. 18 to 20. Danbury, Danvers Prairie Agricultural Society, John Carcy, pres't, H. C. Enke, treas. D. F. Brown, sec'y, Sept. 11 to 14. Rosabel, Rosabel Agricultural Association, Lou B. Ruksa, pres't, F. C. Blafley, treas. Jud. P. Walker, sec'y, Sept. 13 to 15. Black River Falls, Jackson Agricultural Society, H. J. Ormsby, sec'y, Sept. 10 to 13. Bloomington, Whites Prairie Agricultural Society, John Carcy, pres't, H. C. Enke, treas. D. F. Brown, sec'y, Sept. 11 to 14. Paris, Henry county Fair Association, John R. Wright, pres't, R. A. Foster, sec'y, Oct. 15 to 18. Rockwood, Roane County Fair Association, J. G. Crumbliss, pres't, S. P. Sparks, sec'y, Oct. 1 to 4.

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# American Advertising and Bill Posting Co.

SUCCESSORS TO  
**BROADWAY & TREYSER**  
AND  
**GEORGE A. TREYSER**  
BILL POSTING COMPANIES.

280 Madison St., CHICAGO, ILLS.  
R. C. CAMPBELL, Pres't. BARR ROBBINS, Treas.

OWN and control more Bill Boards and give better and quicker service than any other Bill Posting company in AMERICA, bar none.  
Advertisers intending advertising Chicago would do well to look our plant over before placing appropriation.

**TOLEDO, OHIO.**  
Established 1868. Population 110,000  
THE OLD RELIABLE

## City Bill Poster

### GEO. W. BILLS

DISTRIBUTING AND GENERAL ADVERTISING

All Work Done Prompt and Reliable. Estimates Furnished Upon Application.  
Office, 308 Summit St.

**TOLEDO, OHIO.**  
When you write, mention *Billboard Advertising*.

## James R. Long.

A specialist in preparing an ad to go in the paper, on a circular, program, or the fence. Send full particulars and a dollar for sample.

1308 B street, S. W., Washington, D. C.

---

E. T. HEVERIN. C. T. HEVERIN

## E. T. Heverin & Bro.

City Bill Posters and General Advertisers  
Contractors for the Southern States.  
LOUISVILLE, KY.

Population, 10,000. Established 1885. Suburban Towns, 3,000

## The Hudson ADVERTISING AND BILL POSTING CO.

ALBUQUERQUE, NEW MEXICO.

## Electrotyping

We employ only expert workmen, in conjunction with the latest improved machinery, thus enabling us to turn out the best work for least money. Correspondence invited.

**W. A. WINKELMAN & CO.**  
16, 18 & 20 E. Ninth St. Cincinnati, O.  
When you write, mention *Billboard Advertising*.

**COUPON**

This Coupon and two cent stamp entitles you to a sample copy of "THE INDIAN," thrilling BUFFALO BILL Wild Western Story. Gorgeous colored Lithographed Cover, interesting Indian intelligence, magnificently illustrated, 20 large pages. Address, THE INDIAN, New Haven, Conn.

**C. R. Rowland** Augusta, Ga.  
The old reliable City Bill Poster. Good Boards, Good honest work, in Bill Posting, Distributing and Card Tacking. Write me now.

**J. N. Wheeler,**  
Bill Poster AND Distributer  
OFFICE, GRAND OPERA HOUSE,  
Wilmington, Del.  
WORK PROMPTLY EXECUTED.  
When you write, mention *Billboard Advertising*.

**CHAS. A. PACE,**  
Circulars, Samples and all advertising matter Faithfully Distributed.  
Fall River, Mass.  
When you write, mention *Billboard Advertising*.

**O. P. Fairchild,**  
GO TO LAGOON, Coney Island AND The ZOO

COVINGTON, KY.  
LUDLOW, KY.  
MILDALE, KY.  
WEST COVINGTON, KY.  
Office, 16 East Fifth Street,



## PASTE?

Well yes! We show you how to make 'em with paste and from ocean to ocean we want a legend to read

**POST AND PROSPER,**  
So that every business concern will want to "Put up or shut up" Are you with us? Come and sparkle with our bright gems.

SUBSCRIPTION \$1.00 PER YEAR.  
ADVERTISING 25c. Per Agate Line.  
BILLBOARD ADVERTISING,  
127 E. Eighth St. CINCINNATI, O.

Entered in competition by Margie Bowman, 7 Floss Ave., Buffalo, N. Y.

G. H. OTTING. Established 1870. J. F. OTTING

## G. H. Otting & Son, (LICENSED)

● BILL POSTERS  
● DISTRIBUTERS

Own and Control All Bill Boards in Newport, Bellevue, Dayton & Ft. Thomas, GOOD WORK GUARANTEED.  
608 York St. NEWPORT, KY.  
ALL ORDERS PROMPTLY ATTENDED TO.

SYDNEY H. BALL CHAS. S. JOHNSON.  
**BALL & JOHNSON,**  
Bill Posters and Distributers  
Office, 109 Fitzpatrick, KEY WEST FLA.  
Population, 25,000  
Prices made known on application.  
Reference: Hamlin's Wizard Oil Co., Chicago  
When you write, mention *Billboard Advertising*.

## The Old Reliable

ER

ROSDALE, KY.  
CENTRAL COVINGTON, BROMLEY, KY.  
And the Surrounding Country.  
COVINGTON, KENTUCKY.

# This is Ramsey of Lexington.

Don't Overlook Lexington. The Queen Of The Famous Blue Grass Region of Ky.

**HE POSTS BILLS? NO.**  
IS THE BOSS. HE OWNS LEXINGTON. HE SAYS THAT ALL YOUR BILLS ARE POSTED RIGHT. SAYS THAT THEY ARE NOT COVERED TIL TIME IS UP. Yes. You Pay Him 7 Cents for 30 Days or NO POST. Distributing! I Should Say So. Got 2 Good Men. Don't Do Anything Else.

137 E. Main.  
**L. H. Ramsey & Co.**

This is The Joint. Drop in When you Are in Town, Good Place to Loaf.

## Cotton States Exposition,

Opens September 18th.

Make your contracts for Posting Now. **M. J. Dooley,** BILL POSTER.  
ATLANTA, GA.

**THE DONALDSON BILL POSTERS' PASTE BRUSH**  
COPPER BOUND & STEEL RIVETED. THE BEST AND MOST DURABLE OF THEM ALL.

PRICES:  
10 in. each, \$3.75 | 10 in. doz, \$40.00  
9 " " 3.25 | 9 " " 36.00  
8 " " 2.85 | 8 " " 32.00

SEND YOUR ORDER TO  
**The Donaldson Litho. Co.**  
CINCINNATI, OHIO.

**Sawyer & Johnson**  
Bill Posters and Distributers  
Office, 109 Fitzpatrick, KEY WEST FLA.

**H. B. SMITH,**  
City Bill Poster and Distributer  
WASHINGTON C. H., OHIO.  
Population 7,000. Own all Boards.

**Brains For Cash.**  
Labor included at Association Rates. Address,  
**E. J. KEMPF, Bill Poster and Distributer, Sheboygan, Wis**

**P. J. Culhane,** THE "RECORD" WRECKER. 4x6 (Single Sheets) EIGHT MINUTES. **Hamilton, Ont.**

When you get ready to Say Something In Colorado about your business, keep in mind that

# THE CURRAN CO.

GENERAL OFFICE, DENVER, COLO.

(The up-to-date Outdoor Advertisers) can post, distribute and paint your ad. . . . .

TORONTO, CANADA, Population over 200,000.  
Street Car Lines. Over 80 miles.  
Passengers carried Last Year. 20,000,000.

## The Price Advertising Co. Ltd.

BILL POSTERS, DISTRIBUTERS, &c.  
Own and Control All Bill Boards.

## Texas Advertising Co.

SAN ANTONIO, TEX.  
60,000 POPULATION.  
BILL POSTING.  
Samples and Circulars Distributed. Signs Painted and Tacked.  
P. O. Box, 686.

1853 @ Place for Every Gift, and Every Gift in its Place. 1895

My Work, My Reference.

## GEO. W. JACKSON,

BILL POSTER AND DISTRIBUTER.  
WILMINGTON, DEL.

## Winterburn

SHOW PRINTING CO.  
We can please you. Send for Estimates

166 CLARK STREET, CHICAGO, ILLS.

ESTABLISHED 1860.

Bill Poster, Distributer, Advertising Signs. . . . .

## Geo. M. Leonard

GRAND RAPIDS, MICH.  
POPULATION, . . . . . 100,000.

Established 1868  
Dayton, O.

# WOLF BROS.

General Bill Posters and Distributers.

Best facilities in Ohio for Commercial Posting during all seasons of the year. Stand Work, 4c. per week for 30 days show.

### I Invite You To Read This.

I am a writer and illustrator of advertising. I take a great deal of pride in whatever I do. I am not satisfied to merely please a customer. I endeavor to doubly please him, and to do work so well, that it will be a credit to me. My services will be found of special value to advertisers who use circulars and posters. This is my first advertisement in this paper. I desire to find out how good a medium it is. I want to get all the answers I can. If you are interested in good advertising, I would thank you to write to me for more facts and figures. Please don't wait till tomorrow. Write now before you forget.

BERT M. MOSES.  
P. O. Box 283, Brooklyn, N. Y.

When you write, mention *Billboard Advertising*.

## You furnish the paper We furnish the paste.

JAS. H. STAATS, Lockport, N. Y.

When you write, mention *Billboard Advertising*.

### If You

Have any work to put out in STEUBENVILLE, OHIO, don't forget the ONLY BILL POSTING SHOP in the city.  
CHAS. J. VOCEL,  
Manager City Opera House.  
Once a billposter, now a manager, still a billposter

### DO YOU KNOW HIM?

NO?  
I will tell you. I was discovered on the coast of Ireland by Deafy Gayford, and for many years traveled as bill poster and distributor with "Poga" O'Brien, A. Grady, Burr Robbins and Windy Van Houton. I was shipwrecked on the Kalamazoo River a few years ago, and as my manager, D. B. Hodges, did not send passes, and the walking not being of the best, I decided to remain in Kalamazoo, and tell my many friends "How it Happened."  
Truly Yours,  
J. E. MCCARTHY,  
THE BILL POSTER.

## Huiest-Stout Sign Co.

(INCORPORATED.)  
Advertising Sign Contractors. Licensed City Bill Posters.  
213 N. Eighth St., ST. LOUIS.

One and One-Half Cent Bill and Bulletin Boards in St. Louis and Suburbs.  
When you write, mention *Billboard Advertising*.

## FABULOUS FORTUNES

In proprietary articles have all been made

# THROUGH THE AID OF BILLBOARD ADVERTISING

The Victoria Bill Posting Co., Bill Posters and Distributers, ROBT. JAMIESON, Mgr., VICTORIA, B. C.

When you write, mention *Billboard Advertising*.

## H. H. JENNINGS & SON,

THE ONLY City Bill Posters and Distributers IN BRIDGEPORT, CONN.  
We Control and bill 25 towns. Largest owners of Walls and Bill Boards in the East.

George Elston, Licensed CITY BILL POSTER  
Owner of all Boards and Privileges. Established 1889  
Distributing a Specialty.  
ANACONDA, Deer Lodge County, Montana.

MT. VERNON, O. Population 6027.  
L. N. HEADINGTON, City Bill Poster & Distributer, (LICENSED)  
Distributing service City and Suburbs.  
The highest possible per cent in the proper way.  
NOTE.—Total abstinence, trustworthy, ability.

HERE IS A LIVE TOWN!  
Kenosha, Wisconsin, Population 9,000.

JAKE J. DISCH, CITY BILL POSTER AND DISTRIBUTER.  
9 Years Experience in this City.

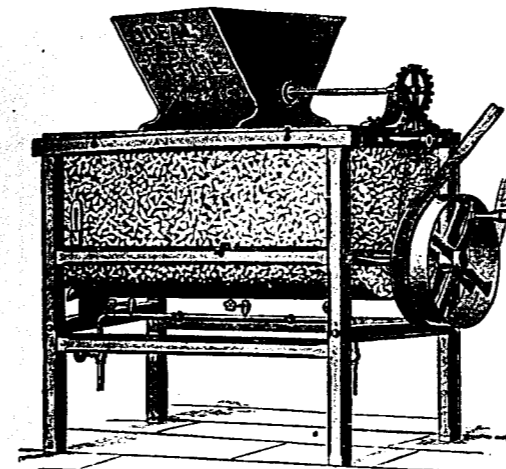
THE INDIAN, Magnificent lithographed cover in colors. Great Buffalo Bill Story, "A BAD INDIAN, or BLOODY WATER", a Border Romance, interesting Indian miscellany, remit two two cent stamps for sample copy, address KICKAPOO INDIAN MEDICINE CO., New Haven, Conn.  
When you write, mention *Billboard Advertising*.

# BOOM

YOUR BUSINESS.  
J. F. O'MEALIA,  
Boss Boomer.  
JERSEY CITY, N. J.

### WE LETTER

DISTRIBUTERS. SEND STAMP FOR CONTRACT.  
Signs, furnish men to distribute all kinds of matter, samples, etc., in every County in the United States. Write for terms. Special prices on large lots. None but reliable men employed who can give reference. Address, United Manufacturers and Publishers Advertising Co., Cohoes, N. Y., Special Advertisers  
When you write, mention *Billboard Advertising*.



## The Ideal Paste Machine

Manufactured by the  
IDEAL PASTE MACHINE CO.  
517-529 W. Fifth Street, DAVENPORT, IOWA.

This Paste Machine is to-day the simplest piece of mechanism on the market. Easy to operate, can be run by hand or steam power. Size of machine, 4 feet 4 inches long, 23 inches wide, 5 feet 5 inches high.  
Write us for printed matter.  
IDEAL PASTE MACHINE CO.

## Fall River, MASS.

### Fall River Bill Posting & Sign Advertising Co.

H. E. MANCHESTER, Sole Prop'r.  
Owns and controls all Bill Boards, Sign Boards and Dead Walls IN THE CITY.

### Cincinnati Engraving Co.

PINE BLOCK ENGRAVINGS POSTERS.  
Special Prices to Printers and Bill Posters. Correspondence Solicited.  
819 Barr St., Cincinnati, O.

GEORGE H. BUBB IS THE CITY Bill Poster and Distributer, And General Out-Door Advertising Agent for WILLIAMSPORT, PA.  
Owns and controls all posting privileges in Williamsport, Newberry & South Williamsport.

"'Tis old, yet true. That 'competition is the life of trade.' If you advertise your business and increase your sales."  
VICTOR JANNEY will do it with his LITTLE PASTE BRUSH.  
It sticks it does, the paste I use. For thirty days and more.  
MARSHALL, ILLINOIS.

Nashville, Tenn. John Bentley & Co. LICENSED City Bill Posters, Lithographers, Distributers, RAILROAD & COMMERCIAL ADVERTISERS  
Office, New Masonic Theatre, We Control All the Bill Boards and and Dead Walls in the City.

J. M. Harkness, Bill Poster AND Distributer  
62 E. Main St., NORWALK, O.  
When you write, mention *Billboard Advertising*.

### HIGH-CLASS Half-Tone ENGRAVING.

SEND	A good Photograph and Get a Good Cut.	PRICES:	3x4, \$3.00
			3 1/2 x 4 1/2, 3.25
			4x5, 3.50

SEND	The Money With The Order.	PRICES:	2x3, \$2.50
			2 1/4 x 3 1/4, 2.65
			2 1/2 x 3 1/2, 2.75

The Helleberg Photo-Graving Co. Cincinnati  
When you write, mention *Billboard Advertising*.

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Advertisements under this head are inserted free if set in nonpareil. One dollar per annum in bold face type, and twenty-five cents per line for display ad, not exceeding six lines in size.

- ALBANY, N. Y. J. Ballard Carroll, 54 Beaver street.
- BOSTON, MASS. J. Donnelly & Sons, Boston Advertising Co., 8 Bromfield st.
- BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves.
- CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st. Dill's Advertising Service, 312 Coleman st. Ph. Morton, 333 West Fifth st. Hummel & Curran, 642 Main st.
- CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st. Bour & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court Thos. Cussack, Blue Island ave. and Throop st.
- CLEVELAND, O. Bryan & Co., 10 Court Place.
- DENVER, COLO. The Curran Bill Posting and Advertising Co.
- DETROIT, MICH. Walker & Co., 43 Rowland st. Kalamazoo, Mich.—J. E. McCarthy & Co. LEXINGTON, KY. H. Ramsey & Co., 137 east Main st. LOUISVILLE, KY.—Heverin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. O. J. Gude & Co., 113 & 115 west Broadway C. S. Houghtaling, No. 3 Park Place Standard Display Adv. Co., 6th ave. and 12th st. L. E. LaTour, 1718 Broadway Frank J. Beyer, 116 Chambers street New York Adv. Sign Co., 16 and 18 Park Place, Excelsior Adv. Sign Co., World Building, Display Advertising Co., 187 6th avenue Samuel W. Hoke, 87 Nassau st. H. R. Robinson, Advertising Agent, J. B. Coakley, 95 Bowery Albert E. Gans, 261 Broadway. Art Sign Co., 141 Bowery Chas. Jas. Wells & Co., Bowery and Houston st. Frank T. Jones, 40 west Broadway, Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service, 113 and 115 west Broadway.
- OMAHA, NEB. Thos. Mulvihill, 1512 Harney st.
- OSHKOSH, WIS.—John E. Williams.
- PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson, PRAIRIE CITY, IOWA.—W. S. Parker SAN FRANCISCO, CAL. S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street Huieet & Stout Adv. Sign Co. R. J. Gunning, TORONTO, CAN.—Price Advertising Co.

READING BILL POSTING COMPANY. READING, PA. Population 75,000. POSTING and DISTRIBUTING GUARANTEED.  
Established 1886. JOHN MISHLER, Pres't

W. P. BAXTER Licensed City BILL POSTER Richmond, Ky.  
Secretary Kentucky Bill Posters Association

EDWIN A. HASKELL, BILL POSTING, DISTRIBUTING AND GENERAL ADVERTISING.  
Circulars mailed or addresses in Mesa County furnished  
Grand Junction, Colo.

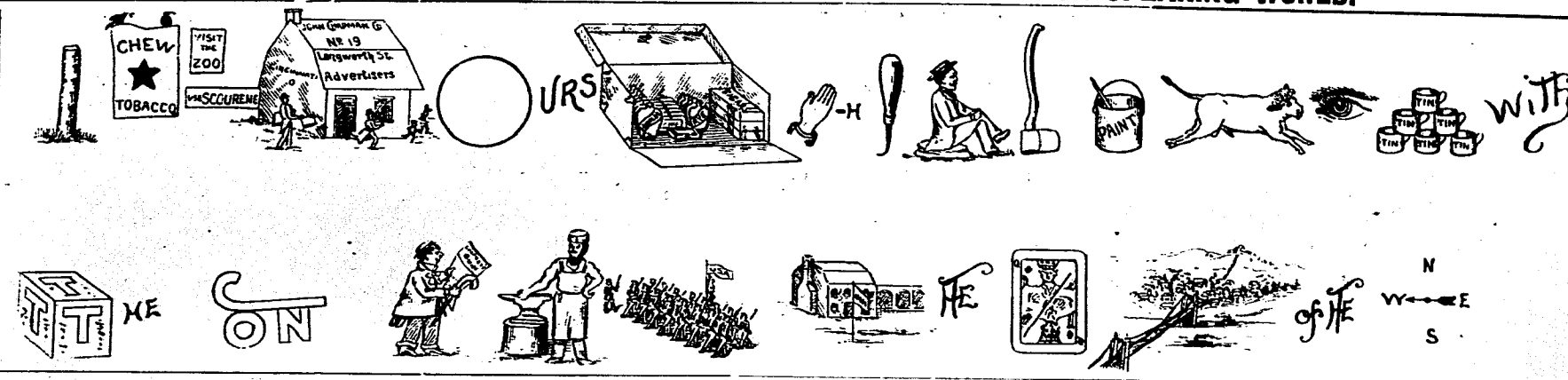
### "IT PAYS TO ADVERTISE."

W. MELCHER, City Bill Poster. Bill Posting, Distributing, and Sign Tacking.  
All kinds of advertising satisfactorily done. Try me.  
Control all Bill Boards. References Furnished.  
MT. PLEASANT, IOWA.

Lima, Ohio. Population, 20,000. In making up your list, don't forget W. C. TIRRILL, (Vice Pres Ohio Bill Posters' Ass'n) City Bill Poster and Distributer  
Owns 3,000 Running Feet of Boards.

BURNITT RELIABLE BILL POSTER.  
**KEEP POSTED**  
IT'S A "DEVILISH GOOD THING" FOR YOU AND THE MASSES! POST THE PEOPLE OF THE INDIAN TER. 6000 WHITES IN ARDMORE TO READ WRITE BURNITT. WELL KEEP YOU POSTED  
Designed by W. R. Burnitt.

BILLBOARD ADVERTISING IS READ ALL OVER THE ENGLISH SPEAKING WORLD.



**THE RIGHT END TICKET CO.** INCORPORATED. **PARQUET.**  
 MUSKEGON, MICH. **91** You are sure to get the RIGHT END.  
 Retain this part. **91** Sec. C. Row 1 12

Tickets for Opera Houses, Fairs, etc.  
 Make known your wants and ask for Samples and Prices.  
**RIGHT END TICKET CO., Muskegon, Mich.**

**W. J. McAllister & Son,** We Post and Distribute in the following Towns:  
**TROY**  
 N. Y. 100,788

Troy,	66,587
West Troy,	15,970
Green Island,	5,904
Lansingburgh,	12,327

**V. A. Hett,** City Bill Poster, and Distributer, Portsmouth, N. H.  
 Owns and controls all Bill Boards in Portsmouth and Vicinity

**Bill Posters Look Here!**

You can increase your local patronage. You can interest the merchants of your town in the advantages of poster advertising, IF you can give them modern posters. We have engaged the services of one of the best EXPERT AD WRITERS in America. We will prepare copy. We will furnish you with clear, logical and convincing advertisements, admirably displayed, in the shape of one sheet posters, suitable for grocers, dry goods merchants, druggists, hardware dealers, jewelers; in fact, retailers of all kinds. Here are the prices:

25 One Sheets,	\$1.50	150 One Sheets,	\$4.00
50 "	2.00	175 "	4.50
75 "	2.50	200 "	5.00
100 "	3.00	250 "	5.50

AND WE PREPAY THE EXPRESSAGE, that is to say we furnish the posters to you at the above prices delivered in your office. As these prices are about one half what a country office would charge for them, and inasmuch as our facilities for turning out an exceptionally fine grade of work, are unsurpassed, it will pay you to look into the matter. It will pay you to solicit for us. Once started, no merchant will discontinue the service, for our posters pay, they bring immediate and satisfactory returns to the user.

**Hennegan & Co., Cincinnati.**

**THE FIN-DE-SIECLE BILL POSTER**

Is more than a mere bill poster. That is, he is more than the term ordinarily implies, for he is agent for some show printing house, and sells their goods in his town and adjacent territory. In this manner he not only secures more paper for his boards, but a good fat commission from the printer besides.

**WE WANT BILL POSTERS**  
 In every city, town and village to handle our posters on commission. Write us for samples and we will tell you all about it. We handle

- Fair Posters, Poultry Show Posters,
- Bicycle Posters, Dog Show Posters,
- Racing Posters, Flower Show Posters,
- Excursion Posters, Holiday Posters,
- Balloon Posters, Commercial Posters,

In fact posters of every nature and every description, especially posters for amateur entertainments, such as CONCERTS, DRAMATIC, MUSICAL and MINSTREL entertainments, etc. If a bill poster handles our goods he can almost double his business. Address,

**THE DONALDSON LITHO. CO.**  
**CINCINNATI, OHIO**

**It Brings Results.**  
 We can give a thirty days showing on work at any time.

**OUR STRONG POINTS:** Careful Work, Prominence, Lengthy Showing.

**The Noon BILL POSTING CO.**  
 Marble Head, Mass.

Advertisers look happier after doing business with us.

**Manchester, N. H. FRANK P. COLBY,** CITY BILL POSTER,  
 Distributer and Baggage Transfer. Owns and controls all Bill Boards in the vicinity

**R. F. WRIGHT, Lebanon, N. H.**  
 BILL POSTER AND DISTRIBUTER  
 Population, 4,500. Distributing \$2 per 1000.

**Mauberrét's Printing House, Limited**

Printing Posters all sizes all styles. Work THE FINEST. Prices THE LOWEST.

Branches. 526 to 532 Poydras Street, NEW ORLEANS.  
 Engraving

When you write, mention *Billboard Advertising*.

**BILLBOARD ADVERTISING**

**A Magazine for Business Men who think.**

**George H. Bubb.**

September, 1895.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. per square line.

Meadville, Pa. George Knox, City Bill Poster and Distributor. Reference if desired. Is a city of 12,000 inhabitants, situated on the main line of the N. Y., P. & O. R. R., has large railroad, machine and car shops, boiler shops, iron works, furniture factories, etc., and is one of the most enterprising cities of its size in Western Pennsylvania.

Leonia, N. J. M. L. D. Ithay Bill Poster and Distributor 3,000 feet of boards.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Moline, Ill. F. W. Stuhl & Co. Bill Posters and Advertising Agents.

Sioux City, Iowa, pop. 40,000, Posters, Distributor and Tacklers. We do all kinds of advertising & guarantee work. Sioux City Bill Posting and Advertising Co. [Licensed] Member A. B. P. A.

Indianapolis, Ind., Pop. 105,436, Indianapolis Bill Posting Company, 63 N. Pennsylvania Street.

Waukesha, Wis., pop. 9,000, All boards owned and controlled by ad. F. Mevin, 638 Main Street.

Farmer City, Ill. A. E. Shumaker, Bill Poster & Distributor.

Bethlehem, Pa., pop. 25,123, South and West Side, Groman Bill Posting and Distributing Co.

James E. Henry & Son, Up-to-date Bill Posters and Distributors Detroit, Mich. Established 1865.

Carbondale, Pa. Carbondale City Bill Posting and Distributing Co. J. O'Hearn, Manager.

Prairie City, Iowa, Write to W. S. Parker, City Bill Poster and Distributor.

Fort Huron, Mich. Bennett & Murray, City Bill Posters, Members State Ass'n., L. T. Bennett, Opera House.

Wilmington, Del., pop. 70,132, Geo. W. Jackson, City Bill Poster and Distributor, 307 Orange Street.

J. E. Williams, Oshkosh, Wis., City Bill Poster and Distributor. Reliable and definite service. Population 32,826. Own all boards in the city, 30,000 square feet "I have troubles of my own; don't!" etc.

Washington, Ind., has a population of 10,000. Write Horral Bros about posting.

Pana, Ills., Pop. 7,000, LOU ROLEY, Bill Poster, controls all the 4ma boards. 540 ft. of desirable locations.

Los Angeles, Cal. Pop. 85,000, City Bill Posting Co., 254 S. Main Street, Geo. P. McClain, Pro. F. E. Holtlander, Mgr.

Pasadena, Cal. City Bill Posting Co. D. Coyle, Mgr. Geo. P. McClain, Prop.

Millford, Mass., Population 10,000, W. E. Chaney, City Bill Poster, Distributor 84 So. Bow Street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express.

Boonville, N. Y. Wm. Comstock, Owns and controls all boards.

Fort Scott, Kas., Pop. 14,000, Harry C. Erlich, City Bill Poster, Lithographer and Programmer. Cards tacked up and samples distributed.

Put FORT SCOTT, KANSAS, ON YOUR LIST

Laconia, N. H., pop. 15,000, Folsom Opera House, Driving Park and Show Grounds, J. F. Harriman, Manager, owns all boards in city and suburbs.

Grand Junction, Col., Pop. 4,000, Bill Posting, Distributing, Tacking, etc., Circulars mailed, or list of names of residents of Mesa County furnished, best of reference. Edwin A. Haskell.

Western Bill Posting Co., Owners of all Advertising Spaces, Salt Lake City, Utah.

Waverly, N. Y., Sayre, Pa., Population 10,000, Address, Muldoch, & Co., Waverly, N. Y.

Perth Amboy, N. J., Pop. 13,000 Geo. Seales, City Bill Poster and Distributor.

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor, Port Jervis, N. Y.

A. C. H. Mesler, City Bill Poster and Distributor, Port Jervis, N. Y. When you write, mention Billboard Advertising.

Classified Advertisements

BILL POSTERS' DIRECTORY.

It Will Pay Bill Posters To keep their ads. in this column.

Display Advertising. TO RENT. 1000 spaces on bill boards for painted signs, each 150 square feet. Located in New England towns and cities. Location of boards guaranteed first-class. Location of C. S. KIECH, Bill Posting and Painted Sign Board Advertising 417 Main Street, Fitchburg, Mass.

Lima, Ohio. W. C. TIRBILL owns and controls all Bill Boards in Lima and adjacent towns.

Louisiana, Mo. Population 10,000, C. A. Bragsdale City Bill Poster, Distributor

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester St.

San Antonio, Texas, Pop. 40,000, Texas Advertising Co., City Bill Posters and Distributors. Office, Alamo Plaza, Weekes Bldg. P. O. Box 666. Signs painted and tacked up.

Albuquerque, N. M. Pop. 10,000, The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

Victoria, British Col. Pop. 20,000, The Victoria Bill Posting Co. own an control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 28

Laurence, Kas. Pop. 15,000, A. M. Poff, City Bill Poster and Distributor

Meridian, Miss. Pop. 15,000, L. D. Hoffer, City Bill Poster & Distributor

Belfast, Me. F. E. Cottrell, City Bill Poster. P. O. box 781. Residence 20 High Street. Bill Posting and Distributing service

Northfield, Minn., Pop. 4,000, H. U. Ensign, Bill Poster and Distributor Board capacity, 80 sheets

New Hampton, Iowa, E. R. Garver, Bill Poster and Distributor. Circulars distributed in Northern Iowa. Honest work. Reasonable Rates. Reference furnished.

W. E. PATTON, Corinth, Miss., Bill Poster and Distributor. Reference furnished.

Greenville, Miss., For Bill Posting and Distributing, address, L. Hexter, manager Opera House.

Bowling Green, Ky., Pop. 10,000, All Desirable Boards controlled by J. M. Robertson, manager Opera House.

Lee Bros. & Co., City Bill Posters and Distributors. Santa Rosa, Cal., Population 7,000.

AMERICAN FAIR BULLETIN.

WANTED!!

Privilege men in all branches, EVERYTHING goes this year. The Central Ohio Fair, Orrville, O. Prices reasonable and fair treatment. Oct. 8 to 11. Procter E. Seas, sec. & supt. Privileges

Chas. Fenz & Co., New York, 103 E. 14th St. Furnish all kinds of Open Air Attractions for Fairs, Fetes, etc

Balloon Ascensions And Parachute Drops of Every Description Wm. E. Hanter, Cincinnati, O

Wanted—Fair Grounds Attractions, Races and Fair, September 24th to 28th, '85. Address, with full particulars and terms, ALFRED KIRKLAND, Sec'y, PADUCAH, KY

Fair Bills and Posters, The Donaldson Litho Co., Cincinnati, O

Fair Grounds Attractions, Of Every Description. Cincinnati Amusement Agency, 127 E. 8th St., Cincinnati, O.

The Only Comedy Attraction for Fairs extant For parades' the Yankee Farmer James R. Macke, Address care of Donaldson Litho., Co., Cincinnati, O.

Balloon Ascensions, Jewell Bros. Aeronauts, Trenton, N. J.

"Laloo," Greatest of all Living Attractions. Address Geo. Arlington, 88 90 Centre St., New York

Jeakies' Pony Hippodrome, Strong and strictly first-class attraction for Fairs. Charlotte Rees, Roman Standing Races, Pop. 7,000, Address E. C. Pratt, Manager, Batavia, Ills.

When you write, mention Billboard Advertising.

Classified Advertisements

AMERICAN FAIR BULLETIN.

Arabs. A Wonderful Troupe of Performing Arabs; address Jas. J. Armstrong, 10 Union Square, New York City

M. M. Forsman, Peoria, Ills. Makes a specialty of Odd, Unique and Original Balloon Ascensions, Parachute Drops

FIREWORKS, Write for our descriptive catalogue. The Masten & Wells Fireworks Co., Boston

Shedman's Coursing Hounds, W S Shedman, 88 and 90 Centre, New York

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space

J. E. Stroyer & Co., Rochester, N. Y. 114 Welch St. Distributors. Signs nailed up. Cover Western N. Y. We are reliable and prompt, and give reference.

Newark, O. Licking Distributing & Mailing Agency. Advertising of all kinds handled, signs tacked up. Low rates. Reference given. 11 1/2 South Side Square.

Valparaiso, Indiana, Distributing in Porter Co., J. H. McGill

Matawan, Monmouth Co., N. J. Lloyd's Distributing Agency, Box 67

St. Charles, Mo., B. F. Bruns & Co., Advertising Distributors

Hackettstown, N. J., C. A. McLean, Distributor, signs tacked

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 608 York Street.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor

Nashville, Tennessee, Circulars, etc., distributed, cards mailed \$1.50 per 100 up. James L. Hill, 323 Broad Street, Nashville, Tenn.

Seranton, Lackawanna Co., Pa. Jerome H. Belts & Sons, General Advertising Agents, Write to us, 634 Deacon Street

Carthage, Mo. Pop. 10,000, Joseph Barratt, Distributor; Sampler and General Advertiser.

Cincinnati, O. Distributing. Reliable, prompt. Reference Population 50,000. Address, W. H. Steinbrener, 313 Vine, Cincinnati

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Western Bill Posting Co., General Distributors. Salt Lake City, Utah

I will Distribute Circulars, and Post Bills. Advertisers, write at once, B. F. Evans, Minister Ala.

Chester, Conn. Chas. E. Lord, Entire or any part of the State, posting also.

Washington, D. C. P. PRINTZ & CO., 730 9th Street, N. E. Distributors of Advertising matter. Write us.

Boston, Mass. Pop. 600,000, J. F. McWhirk, General Adv. Distributor

Manchester, N. H., D. J. Lefebvre, All kinds of Advertising Matter Distributed. P. O. Box 483.

Louisville, Ky. R. Taylor, General Distributor. First class service. 542 Second St.

Advertising of all kinds handled with care, signs tacked, rates low, reference The Licking List & Mailing Agency, 11 1/2 South Side Square, Newark, Ohio.

Cumberland, Ind. Chas. Caylor Distributing matter in Marion and adjoining Counties

Marinette, Wis. Menominee, Mich. Pop. 15,312. Address, Wm. H. Earle, Marinette, Wis. Reliable Distributor. Your contracts solicited

Cincinnati, O. H. E. Melsner Distributing, sign tacking, South & Depot

Molra, N. Y. F. W. Bucklin Reliable Distributor, Reference furnished.

Classified Advertisements

EXPERT AD. WRITERS.

4 Cuts and 4 Retail ad. for \$1.00 Up-to-date proofs free. Margie Bowman, THE ADAGE, Buffalo, N. Y.

Robt. Carroll, Dayton, Ky. D. B. Archibald, 73 Nassau Street, N. Y. C. F. McHenry, Newport, Ky.

Geo. Gullford, 127 E. Eighth St., Cincinnati, O Bert M. Moses, Brooklyn, N. Y.

POSTER PRINTERS

Advertisements under this head are printed free of charge in nonpareil. In bold face type two dollars per year. Display advertisements (not exceeding seven lines, twenty-five cents per line. Advertisements amounting to one dollar and over include a year's subscription, free.

Bien, Julius & Co., 140 6th Ave, New York Boston Job Printing Co., 4 Alden, Boston Mass Brooklyn Daily Eagle Job Printing Co., Brooklyn Brooklyn Times Printing Co., Brooklyn Budget Show Print, Box 38, Elmira, N. Y. Calhoun Printing Co., Hartford, Conn

Calvin Litho Co., Detroit, Mich. Cameron Show Printing Co., 57 Ann, New York Central City Show Printing Co., Jackson, Mich Central Litho and Eng Co., 140 6th Ave, New York Central Litho Printing Co., 142 Monroe, Chicago Commercial-Gazette Job Rooms, Cincinnati Correspondent Show Printing Co., Piqua, Ohio Courier Printing Co., Brantford, Ontario Courier-Journal Job Rooms, Louisville, Ky. Courier Show Printing Co., Buffalo, N. Y. Cox's Sons, John, Gay and Pratt, Baltimore

The Donaldson Litho. Co., Cin'tl, O. Eichner & Co., Baltimore

Empire Show Printing Co., 73-75 Plymouth Place, Chicago Enquirer Job Rooms, 88 East Eighth, Cincinnati Enterprise Show Print, Cleveland, O. Erie Show Printing Co., Erie, Pa. Fair Printing House, Norwalk, O. Forbes Litho Co., 181 Devonshire, Boston Francis & Valentine, 577 Clay, San Francisco Free Press Show Print, Detroit

Fox, Richard E., Franklin and Dover, New York Gilpin Show Print, 132 West 14th, New York Goes Litho Co., 140 Monroe, Chicago Gt. Am. Eng & Print Co., 57 Beckman, New York Great Western Printing Co., 517 Market, St Louis Greer Litho Co., The, Milwaukee, Wis. Haber, P. F., Fond-du-lac, Wis Hasselman Printing Co., Indianapolis, Ind Hatch, C. R. & H. H., Nashville, Tenn

Hennegan & Co., Cincinnati, Ohio. Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia Libbie Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark Liebler & Maass, 224 Centre, New York Maubert's Printing House, New Orleans, La. Metropolitan Printing Co., 222 W. 60th, New York Miner Litho. Co. The H. C. 342 West 14th St. New York Mitchell, Chas., Ottawa, Ont. Canada Morgan, W. J. & Co., St. Clair, Cleveland National Printing & Eng. Co., Chicago Pioneer Printing Co., 214 Jefferson, Seattle, Wash Planet Show Print, Chatsworth, Canada Richardson & Foss, 112 4th Ave, New York Riverside Printing Co., 216 3rd, Milwaukee, Wis Sackett & Wilhelm Litho. Co., 5th Ave, and 16th St., New York Saffin, H. U., 172 Skillman Ave., Brooklyn Seers, A. S., 19 E. 17th Street, New York Shober & Arqueville, Jackson St., Chicago Springer & Wiley, New York Star Printing Co., 60 1/2 Second, Seattle, Wash Sterrett Show Print - San Francisco, Cal Strobridge Litho Co., Cincinnati Union and Advertiser Co., Rochester, N. Y. Union Job Printing Co., Walla Walla, Wash. United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I. Winterburn Show Print, 166 Clark, Chicago

Free Press Show Print, Detroit

Gt. Am. Eng & Print Co., 57 Beckman, New York Great Western Printing Co., 517 Market, St Louis Greer Litho Co., The, Milwaukee, Wis. Haber, P. F., Fond-du-lac, Wis Hasselman Printing Co., Indianapolis, Ind Hatch, C. R. & H. H., Nashville, Tenn

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Hennegan &amp

Bill Posters' Notes.

The Rocky Mountain Bill Posters' Association embracing Colorado, Idaho, Wyoming, Utah and New Mexico, which was projected by Jas. A. Curran of Denver, has been successfully organized.

The California boys will make application to the Associated Bill Posters Association for a charter at the next annual meeting.

The Michigan Association is the oldest state organization in existence.

Evidence of renewed interest is apparent among the members of the Minnesota's Association.

Pennsylvania is doing exceedingly well for a youngster.

Kentucky will probably take in West Virginia and Tennessee at the next convention, in which event the name will likely be changed to the Central Bill Posters' Association.

North and South Dakota will organize shortly under the name of The Dakotas Bill Posters Association.

The convention of the Illinois Bill Posters Association was the most successful ever held. That prince of hustlers, R. C. Campbell ought now to turn his attention to Wisconsin.

New Hampshire will eventually be compelled to take in Maine and Vermont. These three states will eventually constitute the North Eastern Association.

By Laws, Article 2, Annual Dues, Section 1: The annual dues for each member of the Association shall be in proportion to the population of the respective city he may represent and in harmony with the following schedule.

Table with 2 columns: Population ranges and corresponding dues. Ranges include Under 50,000, 50,000 to 100,000, 100,000 to 200,000, 200,000 to 300,000, 300,000 to 400,000, 400,000 to 500,000, and Over 500,000.

Messrs. Scane of Chatham and Price of Toronto, who have charge of the subordinate Associations of Canada are inclined to divide the Dominion into three separate districts, viz: West Canada, embracing Victoria, Assinboia, Northwest Territory, Alberta and Manitoba, Mid-Canada, including Ontario and Quebec; and East Canada; Nova Scotia, New Brunswick, Prince Edward Island and New Foundland.

The question of subordinate organization in the south is apparently as far off as ever from a successful solution.

Just as we go to press a rumor reaches us that California will take in Arizona, Nevada, Oregon and Washington. The New Association will be styled the Pacific Coast Association.

We have received numerous inquiries from bill posters who wish to join the Association, if they will write to Mr. J. Ballard Carroll, 35 Beaver St, Albany, N. Y., he will give them all the desired information.

ODDS AND ENDS.

What will keep paste from souring? Several inexperienced bill posters in the smaller towns are anxious to learn.

There is great need of a name or term which will designate the employing bill poster as distinguished from his employees. The term bill poster no longer fills the bill. You cannot call R. C. Campbell, J. Ballard Carroll, Geo. M. Leonard or James A. Curran bill posters. They are employers of bill posters, what is desired is a fitting appellation, which will define their calling.

BILLBOARD ADVERTISING recognizing the necessity of a prompt decision in this matter has decided to put the matter to a vote of the craft at large. Fill out the following coupon and mail it to BILLBOARD ADVERTISING Cincinnati, O., so as to reach us by September 25th in order that the votes may be counted and the results announced in the October issue.

Editor of BILLBOARD ADVERTISING. In my estimation, is the best and most fitting appellation for the employing bill poster. SIGNED,

We offer the following suggestions, viz:

- 1.-Afficheur; which is the French for an employing bill poster.
2.-Billboard Advertiser.
3.-Poster Hanger.
4.-Placarder.
5.-Display Advertiser.
6.-Posting Advertiser.

Any of the above would answer the purpose if universally adopted, but is altogether probable that something much more apt will be brought out by the vote.

NEW YORK NOTES.

Representative Edward A. Stahlbrodt, New York City, is sending "Armorside" Corset paper throughout the entire country. The firm is now having an eight sheet poster made similar to the one sheet used up to the present time, and of which 75,000 sheets was the number printed. The whole of which has been posted during the past four months. That is not very bad billing for a firm who only cater to the female sex.

Mr Stahlbrodt, the Association's representative, also has the contract to post Curtice Bros Co., Rochester, N. Y., "Blue Label" Ketchup, sixteen and twenty sheet stands, throughout the country. Here is an opportunity where every bill poster, who has any pride in his boards, may show his appreciation of the class of merchandise he desires to advertise on his boards, by giving this

an excellent showing, and thereby encourage other large firms to adopt bill posting in preference to other methods.

You will always find plenty of work upon the billboards of a city where the paper upon the boards is well rubbed in and properly blanked. Bill posters must exert the same energy in making their boards presentable to the public, that is followed in all other business enterprises.

The bill posters war between the leading bill posting establishments and the theaters of Chicago, Ill., has been the cause of cancelling a number of posting contracts from the East. No one feels sure whether or not his paper will remain up one day or a week. President Campbell will be the largest loser on account thereof. It is to be hoped matters will soon be amicably settled, as Chicago is quite a bill posting center.

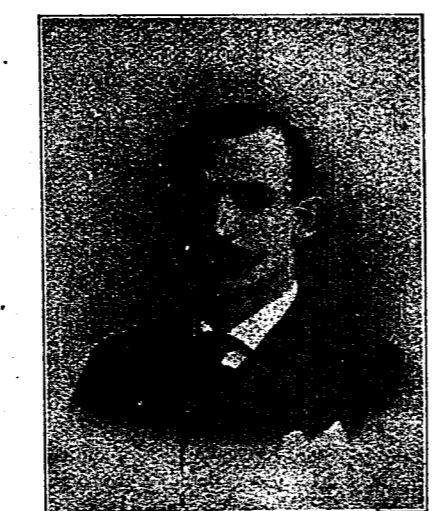
Memphis, Tenn., August 20, 1895. EDITOR BILLBOARD ADVERTISING. DEAR SIR:—Will you kindly publish a formula by which paste can be made that can be used for commercial purposes and be kept for a long time. No doubt if you do not have such receipt, some one of your many readers may have a formula, and the discussion of the subject in your paper would probably be of value to the craft. We have no trouble to keep paste for a few days, but have no receipt that will make paste that we can guarantee. Respectfully yours, MEMPHIS BILL POSTING CO.

We have heard it said that the addition of a small quantity of "bluestone" will preserve paste indefinitely. Also that a small portion of corrosive sublimate in each barrel or box of paste, if it has been thoroughly blended, will keep it from souring. Some bill posters, too, simply depend on keeping the top of the paste level, that is as the paste is used to keep it smooth and even on top. Does any one know anything better. If so we would be glad to publish.

It is said that 20,000,000 gallons of molasses, for which there is no market, is annually dumped into the rivers and bayous of Louisiana by the sugar planters. There is a fortune waiting for the man who will clarify it by some cheap process. It would make an excellent substitute for pas'e.

Fletcher Terrell, of the City Bill Posting Co. and grove boards in the v. ry best locations in Paducah, Ky.

John Napier, of Utica, N Y , is one of the modern and enterprising members of the craft.



H. R. LONG, one of the firm of Reese & Long, was born in Scranton, June 30, 1867, and for a number of years was connected with his father in the furniture business. He began his theatrical career in the season of 1890, when he became advertising agent for the Academy of Music. In August of 1893, owing to some difficulty with the bill poster, Mr. Long built his own boards and did the bill posting for his house until March 1, 1894, when he and J. G. Reese joined hands and bought out the old bill posting plant. Mr. Long has been a volunteer fireman for over eleven years, and is now foreman of the Popular Crystal Hose Co. of Scranton. It is worthwhile's while to see Brother Long drop his "hod" of lithos when the alarm rings.

Distributors Chat.

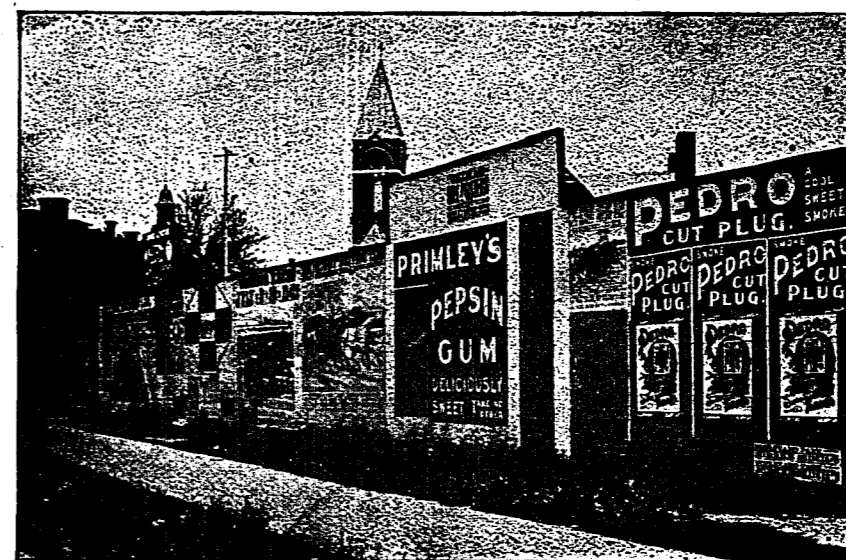
Office of Brown Chemical Co. Annapolis Junction, Md., August 13, 1895. GENTLEMEN:—We are in receipt of your copy for August, and have read same with pleasure. Please send the paper regularly hereafter to our Advertising Office, Annapolis Junction, Md., with bill for your subscription. Will you please give us the name of the secretary and the headquarters of the American Bill Posters' Association. Referring to your paper we note your editorial remarks advocating distributing being done through bill posters. We have been in this business for twenty-five years and have earnestly, persistently and consistently tried to do business with the bill posters of this country, and shall be only too glad if, through the efforts of your paper, you can bring the bill posters up to the point of conscientious and fair work. We should like to do all our distributing through them, but past experience teaches us that unless they mend their ways and do the work fairly and honestly as directed, we can not give them our business. Recently we selected a list of twenty-five cities in the Southern and Southwestern States, sent our distributing and posting to the bill posters, and shipped at the same time our agents, who were to call and inspect their work and approve their bills for payment. In a great many cases, owing to the urgent requests of the bill posters, bills were paid before the agents arrived in the cities. You can well understand our chagrin and disappointment to have our agents report that in fully fifteen per cent of the cities visited, quantities of our books which were sent for distribution, and as before said in many cases already paid for, were found lying around the bill posters' offices; showing conclusively, to say nothing of our loss in the value of the books which were not distributed, that the work was carelessly and wrongfully done. The posting, however, in a majority of cases was correctly done. But in nearly every case the other advertising matter sent to their care had been opened, mutilated, and our attractive hangers taken off or given away to probably loafing friends, and in one case in one of the largest cities in the South, it is reported to us that an agent from a competitive house passing along the suburbs of the city saw a bill poster making a fire. Out of curiosity he examined into what he was doing and actually found him burning up a lot of our lithographed sheets which cost us four cents each. If bill posters would do the distributing fairly and honestly as directed, advertisers would be only too glad to give them the work, because by so doing they would save the salaries and expenses of the travelers, who are sent out for the purpose of distributing pamphlets and inspecting the bill posters' work; and thereby have a great deal more money to spend with the bill posters and in advertising. If we could get a corps of efficient bill posters whom we could rely on in the Southern and Southwestern States, we would put out a million pamphlets four times a year through them, and be perfectly willing to pay \$2 per thousand for house to house distribution, but we doubt exceedingly whether we will ever be able to do this, except by sending our own men over the road. Yours very truly, BROWN CHEMICAL CO.

applications are quietly investigated to prove the genuineness before being presented to our president for his approval, and any deception will be speedily discovered and as thoroughly exposed.

Through the Association the reliable advertiser and members are brought together, and as confidence is established the latter is benefited by the work obtained from the former. But so shamefully have many advertisers been imposed upon by unprincipled distributors that the great majority of advertisers are slow about giving work to those who may apply unless recommended. It is this difficulty that the Association removes, and places each of its members before the advertiser as worthy of his confidence. The international character of the Association is shown by a membership from every state and territory in the Union, and from Canada. While its popularity is rapidly on the increase, as is evidenced by the frequent applications for membership, the flattering notices of the press and the many letters received from advertisers, some of them the most prominent in the United States, requesting certified lists of our members from which to select distributors for the coming fall season—and in one of these letters the writer said, after examining many plans, he believed the one pursued by this Association was the more likely to give satisfaction to the advertiser. This Association offers more possibilities to

EDITOR BILLBOARD ADVERTISING: DEAR SIR:—In your valuable publication, issue of August, under "Distributors Chat," the article you have in that column hits the nail right on the head. I am more than pleased to see that you are taking the stand and grounds you have, on the subject of distributing, as surely it needs a good deal of attention, and you can not say or do too much to further the interests of distributing. Last fall the firm of Wells, Richardson & Co., Burlington, Vt., had distributing done here and a great many of their pamphlets advertising Paine's Celery were burned, I myself showed some of them to two different commercial agents where the paper was really set on fire and burned, out on Broadway, back of a lot of old buildings. Now that firm not only lost what they paid this distributor for putting out their work, as it was done by boys with no superintendent over them, but they also lost the price of what the books cost, and lost the good of what service they would have done if properly distributed, and we hope that you will keep on with the good work, and expose to the public parties who do not do their work right and faithfully. Distributing is good advertising, and there is none better, when properly done, as it goes positively into the hands of the consumer, and I have no doubt but that the advertiser, as well as the

BUFFALO CHIPS. A funny thing happened here in an advertising way not long ago. An embryo advertiser wished to put on the market a new brand of potato chips, and thought he would drop the name they are generally known by and call them Buffalo chips, but after he got his posters up, some friend who once lived out West explained to him what a Buffalo chip was, and the disgusted man went back to Saratoga. To fully appreciate the predicament of the gentleman one ought to talk with a fellow who crossed the plains in early days. The advent of Buffalo Bill and his Wild West aggregation on the 19th and 20th, and the great crowds that thronged to see him was a glowing tribute to the posters, the press and the popularity of this brave border hero. Nearly 100,000 pleased people patronized the performances, and they were drawn there by the finest work in advertising ever witnessed, the paper put out was excellent, the posters and lithographs were everywhere, but the press agent should receive the largest share of merited praise—his nerve was superb. The character and extent of the circulation of BILLBOARD ADVERTISING surprised a Buffalo concern that had a little ad in your last issue. The replies came in so thick and fast, and from such a wide range of territory, that one of the firm expressed himself to me thusly: "I'd like to say that that paper is out of sight, but on thinking of my mail I can't, so I guess I'd better say it strictly in it as an advertising disseminator." The Adage of this city, is getting out a Postal Bulletin designed as a hanger for country post offices, and for public places in cities. It can be issued at a small cost, and as it has twenty spaces on the sides for advertisements, in the hands of a hustler it is a money making scheme. Distributors and bill posters who are good on soliciting, or who think they are, should send them a stamp for sample. The big heart of the bill poster is proverbial, and we are proud of the generous act of Charles M. Whitmeir, of the Buffalo bill posting firm of Whitmeir & Filbrick. Out near his country seat the zealous people of Brocton wished for an organ for their Sunday school, and our good natured philanthropist came forward with \$25 to start the fund. Printers' Ink, the New York journal for advertisers is printing weekly a prize advertisement written in praise of that petite but piquant publication, and judging by the mediocrity of the four that have appeared some of the bill posters who slung their quills so gracefully in your last number would stand a good chance of winning. A sterling silver case is to be presented Christmas to the one who is thought to have written the best ad of all. The greatly improved appearance and the large advertising patronage displayed in your August issue was the cause of much favorable comment among the craft, in the printeries and by nearly everybody I met on a little trip to the Metropolis last week. And don't you forget it, those New Yorkers are sharp enough to discern a good thing when they see it. One bill poster said to me there was no kick coming on that kind of a paper, it was a good representative of the biz. Just what he meant I don't know, but may be the boys do. Buffalo, N. Y., August 27, 1895.



A DETROIT, MICH. BILLBOARD OWNED BY WALKER & CO.

both the distributor and advertiser than any other from the fact that it does not forget its duty to either. For in protecting its members as distributors, it also protects the advertiser by furnishing him the names of none but reliable men to do his work. And by a union of all bona-fide distributors throughout the country, into an organization such as the International Association is, would finally break down entirely the barriers of distrust that now exist on the part of many advertisers towards distributors, and rear in their stead confidence and good fellowship, to the infinite advantage of both. I, therefore, extend to all honest distributors, every where throughout this country, an invitation to unite with us in building and insuring the permanent establishment of an organization, whose influence for the benefit, elevation and protection of its members, will be second to none in this country, no matter of what trade or profession the other may be. In union there is strength, and with a united brotherhood of bona-fide distributors, each with the motto, "Perseverance, Honesty and Sobriety," as his guide, the result of our efforts to gain the confidence of the advertising public will be only limited by the confidence we inspire in those who are our patrons. Aug. 16, 1895. W. H. S.

distributors and bill posters throughout the United States, will praise you for the good work that your valuable publication is doing. Yours very truly, JAMES A. CURRAN. A small boy, who was giving out circulars on Sixth avenue, handed me seventeen at once. "I shall report you," said I severely. He stuck out his tongue and ran around the corner, shedding circulars at every step. Moral: Do your advertising in the news papers. POLLY FAT. Readers—What do you think of this, clipped from a New York newspaper of August 17th. I infer the lady was right in her story, but the moral is plain. "Have your circular distributed by reliable men not boys."

Reliable distributors should join the International Association of Distributors of North America. One member in every county of the United States wanted. For particulars send two cent stamp to Thos. K. Durboraw, Brandy Station, Va.

During the past month we have received a large number of letters from distributors, relative to circulars received from so-called distributing associations who guarantee work. We are now investigating these companies, and in our next issue will give our readers the benefit of our information.

Mr. Editor: Since the appearance of your flattering notice in July and August numbers of BILLBOARD ADVERTISING of the International Association of Distributors of North America our officers have received a great number of letters of inquiry from all sections of the country asking for more particulars in regard to that association. The Association is entirely mutual in its workings—that is, the interest of one is the interest of all. Its object is to benefit, elevate and protect its members. Its membership is made up of worthy distributors whose character and reliability has been endorsed by prominent citizens of their respective towns, and we do not want, and are not seeking for membership, any but honorable men. The unprincipled and dishonorable distributor, those who for selfish purposes have done so much in the past to debase the calling we do not want. Should any such, however, succeed in hypocrisy on our officers and gain entrance to our ranks, their membership will be but temporary, as all

The Derma-Royale Company of Covington, Ky. and the Akron Chemical Company of Akron, O., are getting out large quantities of distributing matter.

All reliable distributors should have their names in our Classified Column, but each advertiser must send the proper reference before his ad. is inserted.

ELDER, JENKS & RABORG 'Excelsior' Circus Paste AND BILL POSTERS' BRUSHE. Made of Hard Wood head; best long Russian Bristles; copper wired. The most practical and reliable brush made. Will not come apart. Used and recommended by Bartram, Forrester and the leading Circuses and Bill Posters throughout the United States and Canada. Size 4 inch. Price \$30.00 per doz. \$3.25 Each. Extra Extra for Circuses \$40.00 per Doz. \$4.00 Each. Sent C. O. D. to all parts of the Country. ELDER, JENKS & RABORG Brush Manufacturers 127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

Albany City Bill Posting Co. J. Ballard Carroll, Manager. 35 Beaver Street, ALBANY, N. Y.

**AN EXPENSIVE BILL BOARD.**

We present in this issue a cut of the most expensive billboard in existence, owned by A. Van Beuren & Co., and located N. E. Cor. Broadway and 17th street, New York City.

For this location they pay \$5,200 per year rental for. The place has no particular history, further than it is owned by a very wealthy lady, and she will not put any value on the property or sell it, but wishes to make a contract or lease with some substantial business firm, who will erect buildings on the property, subject to her architect's plans and specifications, and who will pay an annual rental of \$40,000, pay all the taxes, etc., and the improved property to be returned to her or her executors at the expiration of 21 years. They have had this location for a number of years, and the rentals have increased from time to time on account of the valuation going up, and through competition from other advertising firms, etc., until now they are paying an annual rental of \$5,200.

It is in the center the metropolitan and theatrical district; the large building that you see at the right is the roof of the Metropolitan Opera House; the building you see at the left is the Marlborough Hotel, and is located within a stones throw of all the leading hotels on Broadway, and all the various theaters centering in

**SIGNS FOR THE CONTRACTING PAINTER AND PRINTER.**

When one sees too much carmine on the nasal appendage of his fellowman he takes it for granted that this muchly re(a)d brother has been hitting too many lamp posts, an incident, by the way, that will serve to illustrate a much needed fact in the construction of all classes of advertising. It shows on the man without brush of painter or hand of printer, yet is so closely related to the print of metal and the brush, it could be called one and the same. Any one who has studied instructive advertising, such as those read without the taint of painter or printer, will quickly blend the two. It is nature in a nutshell. If he deals with the natural man the basis is laid for profitable business. Just such instructive advertising as I speak of ought to accret to every piece of painted or printed matter that is placed for publicity. Everyone knows, when thirsty, what a refreshing satisfaction it is to take a pure drink of some water, or when hungry, what a good morsel is to the stomach. In comparison, the public mind eats just such palatable compounds as these, it is ground in their minds like the sun's rays which feed the negative of a photograph. The advertiser wants results, the painter or printer want to bring this about to maintain a growing business. A

occupied by second hand Jew stores. A pair of rusty brogans hung over the sign which read: "Why Go Elsewhere To Get Cheated—Come Right In Here." Just what class of people that would be a bait for remains on my note pad for study.

That man should seek business for his clients, it is for this I write on these points to painter and printer, as one too often left untouched.

JAMES ROSS LONG.

Sheboygan, Wis., August 20, 1895.  
EDITOR BILLBOARD ADVERTISING:

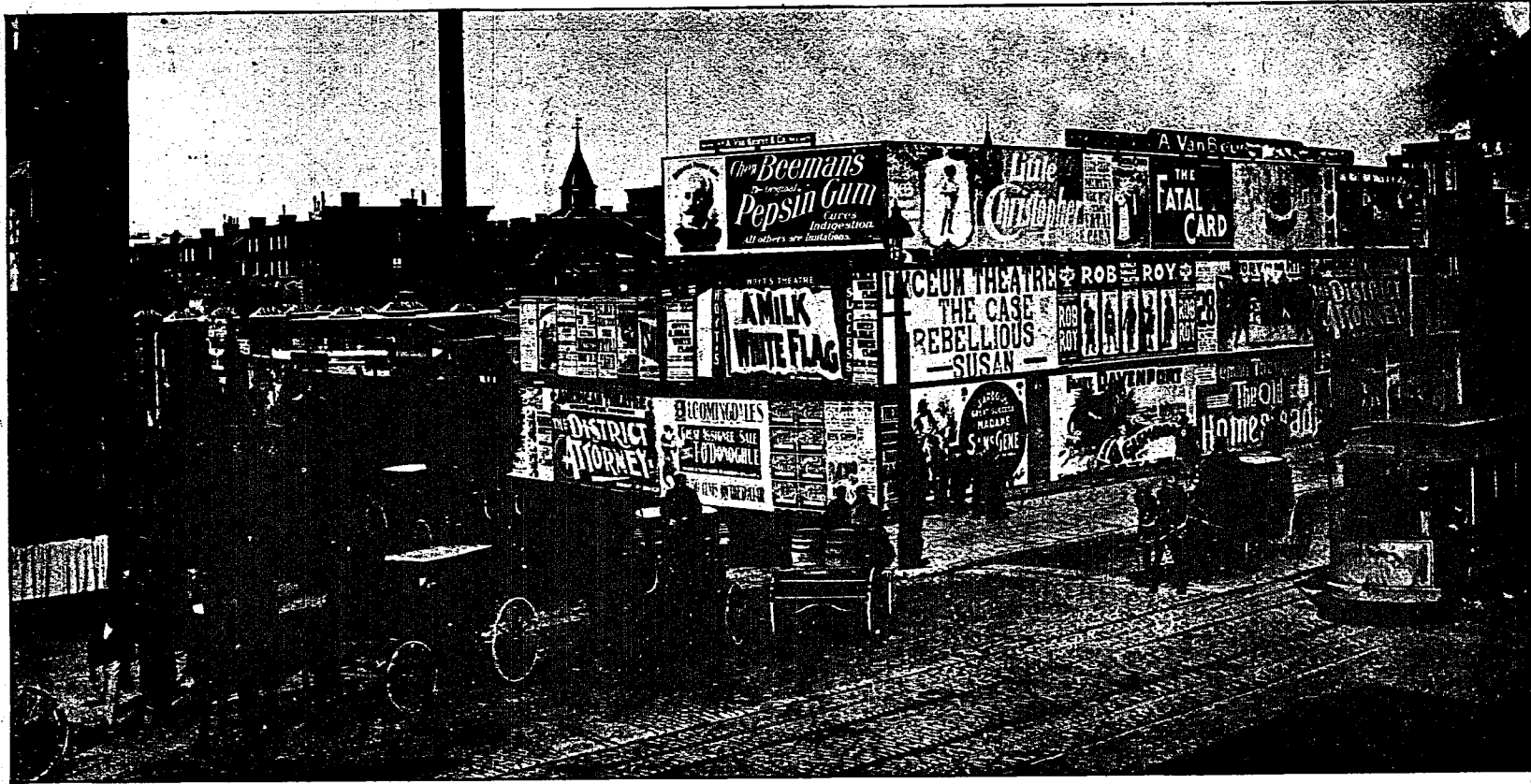
DEAR SIRS—I notice in the past issues of BILLBOARD ADVERTISING, that what was written in regard to bill posting came from the large cities, and a few have taken interest enough in these columns, that should contain an article from every bill poster in the country at least once a year, it would add greatly to the value of the paper. Most of the boys in the smaller towns are bashful, and don't want to come to the front, but once they get started they will make things hum.

I would like to see the paper issued every week, it is an awful long time waiting a whole month for the next issue, when you would be willing to take a half holiday could you get that issue next day

tiser, it pays to have your work put up by the party making a business of this class of work, your work is protected and guaranteed to stay, and don't cost any more than if put up by scabs. For several months I have been building air castles of how I would raise stuff enough to put in one of those elegant paste mixers advertised in BILLBOARD ADVERTISING. At last I hit an idea, I purchased a farm, that is I call it a farm, because the crop grows while I sleep. It is an automatic skyopticon placed into an empty store, displaying beautiful pictures and advertisements, not only bringing benefit to myself, but teaching our local merchants the benefit of display advertising, it takes no work or time whatever to operate it, and in short time I expect to have made enough to pay for the same and put in the long, longed for paste machine. A streak of good luck will come to the poorest of us at some time. Any bill poster wishing information about this machine can obtain same from me by enclosing two cent stamp.

The new Association rate for posting, etc., is just right now, and should have been so from the start. Should your valuable paper become a weekly I think it would be a good idea to publish the circus routes. Next.

Yours respectfully,  
E. J. KEMPF.



THE MOST EXPENSIVE BILL BOARD IN THE WORLD.

and around that locality. It is stated that fully 0.000 people pass this location every hour out of twenty-four.

Their price for seven and eight sheet stands on the lower deck facing Broadway, and the first one facing the street is \$12.60 per week; the second deck facing Broadway, and the first stand facing the street are \$7.50 per week; the upper deck facing Broadway and the single stand facing the street is \$7.50 for 7 by 4 or 8 by 4 stand, no charge for Posting.

You will notice on the corner some electric lights, and there are other electric lights in the middle of the block, both above and below, in fact the buildings opposite have electric lights in front of them, so you see this location shows by night as well as by day, in fact some paper shows better in the night than in the day—that is a locality where the people never sleep. The picture was taken some time ago,—last spring—and at that time there was snow on the ground, and you will notice that the wheels of the carriages are covered with snow, which was falling off from them as they were passing by.

The size of stands are 104 feet front on Broadway, and 275 feet, side, on Thirty-seventh St. Three sheets high, 9 feet 6 inches each.

study of instructive publicity is nothing more than thinking out what a class or majority of people would do under conditions that you would frame to stamp in their memory some breathing example to coax them into buying. I am not an advocate of billing walls and fences with whole newspapers.

Little said, well done, a downy bed, lots of "mon."

Very often the little ad needs a picture, and in choosing the picture greater care should be observed than in building the words. I think the picture should carry out the exact meaning of the words in every case; as far as these two points go they are the same, but here is where the greater care should be taken—the selection of a suitable figure, a captivating and convincing one—full of skill. There is a lot of advertising that goes in the newspapers, and on signs for that matter, that is nothing else but sheer force (a scientific driving wheel) in them that makes the people buy the article. This kind may be likened to the popular name that sometimes elects presidents. They have, so far, surpassed human intelligence. A student of advertising often notices queer suggestions in the long category of publicity while passing along a back street

Some advertisers are in the habit of writing to the postmasters in the different towns to name some one who will do their distributing, (cheap I presume.) Well they get it. Some clerk sends in his name as a distributor, he hires a couple of boys at 25 cents per day each, the paper is scattered ten and twenty in a place—over the fence—and the advertiser is having his work done cheap and good. These are facts for H. H. Warner & Co., had there work done here in about this style. I wrote them stating the facts, and the answer was my name was overlooked. Benson's Plaster pamphlets were treated about the same way a few months ago by the post office clerk distributor. Another mistake advertisers make is sending their advertising matter to their local agents to be put out, eight times out of ten the work is shelved or used to start the furnace with. I called on a hardware dealer last week to see if he had any advertising matter to put out. He says advertise. I am doing more business now than I can attend to. I told him he lucky, and I wish I could say the same. Then he showed me a stack of parafine coated cards, advertising a certain stove, saying he would have the fun of tacking them up himself some day. I wonder who will have the most fun out of it, he tacking 'em up, or—pulling 'em down. Adver-

**DOES IT PAY?**

Not the number of papers disposed of, but the number bought to read, is the thing that concerns the advertiser. Guessing contest coupons and cyclopedia checks may inflate by thousands the temporary sale of a newspaper, but the advertiser, who pays increased rates therefor, is, to speak plainly, a victim of bunco. The waste basket is always a gainer, and the man who wins the prize, perhaps; but in no case the advertiser.—*Newspaperdom.*

**THEY PLUNGE.**

Many merchants who are ultra conservative in other business matters are simply speculators when it comes to advertising. They plunge into expenditure without a preconceived plan based upon the dozen factors which are involved in the potentialities of success in their particular instance. With all the elements of chance thus present, they are gamblers pure and simple. In all advertising the is more or less speculation, but they ignore all the established principles which are fundamental and fixed and play with loaded dice against fate.—*Keystone.*

**The Rochester Bill Posting Co.,**  
D. A. STAHLBRODT, Manager.  
Bill Posters, Distributers and General Advertisers.  
No. 16 and 18 Mill Street, ROCHESTER, N. Y.

**THE ERIE BILL POSTING CO.**  
D. A. STAHLBRODT, Manager.  
Bill Posters, Distributers and General Advertisers,  
No. 10 North Park Row. ERIE, PA.

**Printing House Gossip.**

A Maine paper mill is shipping paper to China, in rolls for printing purposes. This is said to be a new departure

It is suggested that the next convention of the Show Printers Association be held at Cincinnati, January 7th, next. This would be the date at which the Protective League of American Showmen meets, an would afford many printers an opportunity of transacting business as well as attending the convention. The idea seems to be a good one.

Mauberrret's Show Printing House, the only concern of importance in the south, are reported to be exceptionally busy.

All members of the Show Printers' Association should send in the lists of their customers who are in arrears to Secretary Moncreif Clelland, 34 S. 3d St., Philadelphia.

Leon W. Washburn's letter press and "soft stuff" goes to the Libbie Show Print of Boston for next season.

Al. G. Fie'ds descriptive posters and programme will be executed by the Journal Job Office of Columbus during the coming season

It is said that Barnum's show work will next season be equally divided between The Courier Co. of Buffalo and The Strobridge Co. of Cincinnati. It seemd for a while as if Gillin had secured a permanent hold on a share of this plum.

**PENNSYLVANIA BILL POSTERS' ASSOCIATION.**

The Pennsylvania Bill Posters' Association meet at Scranton, August 22d, at Hotel Terrace. Members and bill posters present were: John D. Mishler, President; M. H. Burgunder, Treasurer; J. G. Reese, Secretary; Reading Bill Posting Co., Reading; Wilkesbarre Bill Posting Co., Wilkesbarre; Reese & Long, Scranton; N. E. Warman, Allentown; W. J. Silvertone, Honesdale; W. J. Byrne, Carbondale; G. W. Hammersly, Hazleton; J. J. Baker, Johnston; American Bill Posting Co., Philadelphia; Thomas G. Wheeler, West Pittston; Leon Bush, Hawley; Thomas Burroughs, Towanda; Groman Bill Posting Co., Bethlehem; George H. Bub, Williamsport.

Letters endorsing the Association were read from E. G. Fleischer, Tarentum; B. A. Nevling, Hastings; George Knox, Meadville; A. W. Crossby, Pottstown; H. J. Dougherty, Butler; Charles Yetter, Strandsburg; Howard Swoyer, Gararville; A. B. Means, Washington.

Communications were also read from O. J. Gude & Co., George M. Leonard, J. B. Carroll and Ed. A. Stahlbrodt, which were endorsed by all members present.

The adoption of BILLBOARD ADVERTISING as official organ of the Association was ratified. The new members elected were George H. Bub, Williamsport; Groman Bill Posting Co., Bethlehem; W. J. Silvertone, Honesdale.

The resolutions passed by the National Association at Detroit, as regards O. J. Gude & Co., was endorsed. After the regular business the meeting adjourned to meet at Allentown, Pa., December 17th.

Supplementary to the meeting a 6 o'clock dinner was served by Mine Host Whyte, of the Hotel Terrace, with the compliments of Reese & Long, after which the party mounted a tally ho and were shown the beauties of the city.

**TRADE PAPERS.**

A Distinction with a Difference.

A newspaper publisher has a perfect right to charge as high a price for his advertising space as he chooses, but he has no right to lie about the edition he prints in order to prove that it is worth the price.—*Oakland Printer.*

The *Delinicator* is the woman's favorite Magazine, and is issued by the Famous Fashion Publishers, The Butterick Publishing Company, (Limited), at 70 17 West Thirteenth Street, New York, at the remarkably low rate of \$1.00 for a Year's Subscription, or 15 cents per Copy.

Leander Richardson's *Dramatic News* published at 1364 Broadway Street, New York, is the cleanest, best and most popular of the publications devoted to theatrical and circus interests. It is oftener quoted than all the others put together.

*Music & Drama* is an authority in its particular field on the Pacific Coast. No better advertising medium can be found. It is edited and published by J. F. Thrum, at 636 Clay Street, San Francisco, California.

The *Paper World* is published by Clark W. Bryan Company, at Springfield, Mass. New York Office 38 Times Building.

The *Druggists Circular* published at 72 William Street, has the following announcement in the form of a special notice in their August issue.

Mr. Benjamin Lillard having retired from the management of this journal, all correspondence should hereafter be addressed, and all checks drafts and money orders made payable to "The Druggists Circular."

WILLIAM O. ALLISON,  
Publisher.

**The Detroit Convention.**

The following members were dropped from the roll of membership of the A. B. F. A. for non payment of dues.

W. R. Cottrell, St. Louis, Mo.  
D. F. Cline, La Salle, Ills.  
L. W. Eaton, Auburn, N. Y.  
F. F. Kelly, Palmyra, N. Y.  
C. E. Dubbs, Springfield, Mo.  
C. T. Kindt, Davenport Ia.  
S. C. Heilig, Tacoma, Wash.  
H. E. Manchester, Birmingham, Ala.  
G. H. Walker, San Antonio, Tex.

Prominent among the many new firms admitted to membership were:

Robert Jameson, Victoria, B. C.  
Mrs. Geo. Tisdale, Montgomery, Ala.  
J. E. Howard, Galveston, Tex.  
Sioux City Bill Posting Co., Sioux City, Ia.  
Geo. T. McLain, Los Angeles, Cal.  
St. Louis Bill Posting Co., St. Louis, Mo.  
Erie Bill Posting Co., Erie, Pa.,  
Wilkesbarre Bill Posting Co., Wilkesbarre, Pa.  
Texas Advertising Co., San Antonio, Tex.  
W. S. Parker, Prairie City, Ia.  
O. J. Gude, New York.  
W. H. Donaldson, Cincinnati, O.

**The Best Ad.**

A Light Vote in the Contest.

FIRST PRIZE—HELLEBERG PHOTO-GRV. CO.  
SECOND PRIZE—HENNEGAN & CO.  
THIRD PRIZE—RAMSAY & CO.

The vote for the prizes offered in our last number was light and scattering. To be perfectly frank, it was a pronounced disappointment, for considerable less than 15,000 of our readers responded to our invitation to express an opinion. Then too had intended, for reasons perfectly obvious, to bar votes for the Hennegan and Donaldson ads, but in the hurry of closing the forms and getting 'em ready, the matter was overlooked. The result as we said before is a decided disappointment, as the two advertisements drew out quite a large complimentary vote which pulled upon the others and spoiled the effect of the contest. The vote was as follows, viz:

1. Helleberg Photo-Graving Co.	512
2. Hennegan & Co.	417
3. Ramsay & Co.	352
4. The Donaldson Litho. Co.	312
5. Bert M. Moses.	231
6. W. R. Burnitt.	110
7. The Right End Ticket Co.	98
8. Mauberrret's Print House.	39
9. E. McCarthy.	12
10. Ideal Paste Machine Co.	11
11. Libbie Show Print.	10
12. Robt. Jamieson.	10
13. J. F. O'Meara.	10
14. Jas. H. Staats.	9
15. O. P. Fairchild.	8
16. The John Chapman Co.	6
17. American Adv. & Bill Posting Co.	5
18. M. J. Dooley.	5
19. Southern Bill Posting Co.	4
20. Texas Advertising Co.	4
21. Geo. M. Leonard.	2
22. "Paste".	2
23. Geo. W. Bills.	2
24. The Price Adv. Co.	2
25. The Curran Co.	2
26. Wolf Bros.	2
27. Geo. W. Jackson.	2
28. J. C. Johnson.	2

Many others received but one vote each, while six received none at all.

Messrs. Hennegan & Co., recognizing that the vote tendered them was largely complimentary, have turned the prize over to the Treasurer of the Associated Bill Posters' Association which we think will be regarded as a dignified and graceful solution of the difficulty. In any event it was the only way out of an awkward situation.

The voting contest in the Christmas number will be managed much better.

BILLBOARD ADVERTISING thinks Ramsey & Co. should have received first prize, Bert M. Moses, second prize and the Helleberg Photo-Graving Co., third prize. We think furthermore that the ads of W. R. Burnitt, The Libbie Show Print, and Mauberrret's Show Print House possess merit of a very high order.

**MURAL SIGNS AND PAINTED BULLETIN-S.**

Advertisements under this head are inserted free if set in nonpareil. One dollar per annum in bold face type, and twenty-five cents per line for display ad, not exceeding six lines in size.

ALBANY, N. Y.  
J. Ballard Carroll, 54 Beaver street.  
BOSTON, MASS.  
J. Donnelly & Sons,  
Boston Advertising Co., 8 Bromfield st.  
BROOKLYN, N. Y.  
The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves.  
Thos. A. Skidmore, 60 Halsey st.  
CINCINNATI, O.  
The John Chapman Sons' Co., 19 Longworth st.  
Dill's Advertising Service, 312 Coleman st.  
E. L. Morton, 333 west Fifth st.  
Hummel & Curran, 642 Main st.  
CHICAGO, ILLS.  
R. J. Gunning, Wabash ave., cor. VanBuren st.  
Bour & Company, 59 Dearborn st.  
F. M. Lewis & Co., Temple Court.  
Thos. Cusack, Blue Island ave. and Throop st.  
CLEVELAND, O.  
Bryan & Co., 10 Court Place.  
DENVER, COL.  
The Curran Bill Posting and Advertising Co.  
DETROIT, MICH.  
Walker & Co., 43 Rowland st.  
KALAMAZOO, MICH.—J. E. McCarthy & Co.  
LEXINGTON, KY.  
I. H. Ramsey & Co., 137 east Main st.  
LOUISVILLE, KY.—Heverin Bros.  
NEWARK, N. J.—Newark Bill Posting Co.  
NEW YORK, N. Y.  
O. J. Gude & Co., 113 & 115 west Broadway  
C. S. Houghtaling, No. 3 Park Place  
Standard Display Adv. Co., 6th ave. and 13th st.  
L. E. LaTour, 1718 Broadway  
Frank J. Beyer, 116 Chambers street  
New York Adv. Sign Co., 16 and 18 Park Place  
Excelsior Adv. Sign Co., World Building  
Display Advertising Co., 187 6th avenue  
Samuel W. Huke, 87 Nassau st.  
F. R. Robinson, Advertising Agent,  
J. B. Coakley, 95 Bowery  
Albert E. Gans, 261 Broadway.  
Chas. Jas. Wells & Co., Bowery and Houston st  
Frank T. Jones, 40 west Broadway,  
Unexc. led Advertising Co., 46 Vesey street  
Colyers System Advertising Service, 113 and 115 west Broadway

OMAHA, NEB.  
Thos. Mulvihill, 1512 Harney st.  
OSHKOSH, WIS.—John E. Williams.  
PHILADELPHIA, PA.  
American Advertising Sign Co., 1336 Race st.  
Wm. Johnson.  
PRAIRIE CITY, IOWA.—W. S. Parker  
SAN FRANCISCO, CAL.  
Arthur M. Plato.  
S. I. Stone, 506 Commercial st.  
SCRANTON, PA.—Reese & Long Adv. Co.  
ST. LOUIS, MO.  
W. F. Williamson, 113-115 N. 6th street  
Huik & Stout Adv. Sign Co.  
R. J. Gunning.  
TORONTO, CAN.—Price Advertising Co.  
The Acton Buttwos Co.  
VANCOUVER, CAN.—The Acton Buttwos Co.  
WINNIPEG, CAN.—The Acton Buttwos Co.

**ONE AD FOR TWO DOLLARS.**

I will write one ad. for any reader of BILLBOARD ADVERTISING for \$2. For \$3 I will write an ad and furnish an attractive cut. These are cash-with-order-prices. I usually charge at least a dollar more for trade paper ads.

I agree to give perfect satisfaction, or the money will be returned.

For reliability, I refer you to the editor of this paper. I am not a jingler or word juggler. I simply write something that really pays.

BERT M. MOSES,  
P. O. Box 283, Brooklyn, N. Y.

*I have written a 20-page booklet, entitled "Advertising and the Making of it." Anybody can have it for a 2 ct. stamp.*

Billboard Advertising

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.  
BY  
BILLBOARD ADVERTISING CO.,  
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per square line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Law's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Avenue, W. C. In Paris, a Bédouin's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited manuscripts.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the master of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

It seems that we are beginning to be considered seriously. There has been quite a respectable hue and cry raised over our last issue. It's a source of satisfaction to be taken seriously, especially when you are very much in earnest, and we are very, very much in earnest. But for all that we fail to see why there should be so much bitterness and rancor, so much violent exception and turbulent remonstrance. Surely if we are wrong in our estimate of the value of space in newspapers and periodicals of so-called general circulation the fact can be established without recourse to billingsgate. Then, too, we did not state that space in the publications mentioned was "utterly without value." We do not assume to "know it all," and we did not refer to "one half of the press as thieves, and the other half as mendicants." We are much inclined to believe that the hot headed young men, who have hurled invective at us with such reckless abandon, must have obtained their information regarding our attitude at second-hand. It is a favorite practice of some papers to quote us in a garbled and misleading manner.

WHAT we did say and what we intended to go on saying is that many papers lie about their circulation. Furthermore, we believe that fully one half of those who indulge in the practice do it knowingly and wittingly. We also observed that the practice of reducing the cost to the subscribers and saddling the burden thus created upon the advertiser had been carried to such extreme lengths of late that there was scarcely a cheap priced publication left in which the advertiser could use space with profit. We meant what we said, too. With us these are honest convictions and we intend to stand by them. It may be good policy to force subscriptions upon readers who do not want them. It may also be wise to sell a paper that costs two cents to produce for one cent, but it certainly is very foolish on the part of the advertiser to render it possible.

In the first place the reader who has to be induced to buy a paper by offers of half cost does not want a paper, and

after he buys it values it but slightly. For the most part, as we observed in a former issue, they are bought merely to be glanced at and thrown away. In consequence, the advertiser, who has paid twice, and sometimes treble, what the space is worth in order that the subscriber may receive double what he pays for, really does not secure the service he would obtain from the same space in a journal conducted on legitimate lines. We trust we have made ourselves clear, but for fear we have not, we will deal with the matter more fully in future issues. At present we are collecting data in the shape of incontrovertible facts, which, we believe will make "mighty interesting reading" to those chiefly concerned.

WITH the cheap magazines the evil is just as pronounced. In order to make both ends meet they are compelled to take on such a vast load of advertising that anything short of a colored inset is almost altogether lost. Its all wrong. Business men advertised long before the advent of the cheap priced paper and magazine, and they can do it again. There are other avenues open to them, several in fact, and they will not hesitate much longer about trying them. When they do bill posters and distributors are going to profit by the change of heart, and legitimate newspapers and magazines, which are sold at legitimate prices, will once more find the favor they deserve.

THE Omaha Bee which is the latest prominent newspaper whose report in the American Newspaper Directory has been proved false, will probably be summarily dealt with by the American Newspaper Publishers' Association. The misrepresentations, false statements, and mendacious assertions of this sheet have been especially bold and flagrant in the face of the notoriously bad distributing facilities of Omaha it claimed upwards of 19000 daily, over 20000 Sunday, and exceeding 35000 weekly. The claims have been utterly demolished and as we observed before, the paper will in all likelihood be expelled in disgrace from the Association. What of the others, the many, many others, whose sole capital, like that of the Bee, consists of lies, whose only stock in trade is found in the ability to lie, and whose whole existence is a lie.

ONIONS vs. FLOUR.

It is now said that onions will make a better and cheaper paste than flour. The method of manufacture is extremely simple, viz.

Fill the tank or kettle with ordinary onions of any size and turn on cold water until they are covered with about two inches. Then bring them to the boiling point and allow them to simmer for twenty-five minutes. While still hot the onions and the water in which they have been boiled must be turned into an ordinary tincture or wine press, and subjected to considerable pressure.

The resulting fluid, it is said will rival the finest mullage, it possesses the advantage over flour paste of adhering to tin or glass, and is as transparent and glossy as demar varnish.

LOCAL PATRONAGE.

The best way to create local patronage for the boards, is to solicit your trade tirelessly and infatigably. A great aid will be found in samples of the stock commercial posters, which are now issued by quite a number of the printing houses.

They afford a means of opening up a talk, and in fact are the best kind of a bait to excite interest. But there is another means which if properly planned and extolled, would make a customer of every retailer in the town or city. It is simply country routes. Read what Lewis D. Coffin, advertising manager of Adams & Company, of Buffalo, says about country trade.

"Our country trade is our best trade. It makes less trouble and pays the best profit. The out-of-town customer usually comes to a city with a well filled purse and long shopping list, clearly defined ideas of what she wants and a readiness, to buy as soon as satisfied. She wants no time, seeks no samples, pays cash, delivers her own goods, seldom returns anything because she has changed her mind or asks us to make a change because of a mere whim. She thinks twice before she buys, and keeps what she gets. This being the case, a retail merchant can afford to pay more to secure \$1,000 worth of trade from the country, than he would spend to bring in \$1,000 worth of city business. Hence, country advertising becomes a matter of a great moment."

There is hardly a town or city in America that cannot boast of a half a dozen country routes. One good man can bill them all every week. If you really want local patronage, try this as a help to your soliciting.

Do not be discouraged over the meager results of your early efforts in soliciting. To be a successful solicitor requires much tact and a peculiar kind of ability, which is developed only by practice and experience. A solicitor must be able to size up his man in a minute. To know whether to commence talking to him about the weather, politics or advertising. Whether to be affable or strictly business.

The great majority of people believe in advertising. The trouble is to get them interested. So many schemes which are absolutely valueless, are suggested to business men, and they, not having a knowledge of advertising, adopt these plans, and because they do not bring good results are apt to be, for a time at least, down on all kinds of advertising. When you convince them of the merits of the bill boards and give them first-class service, you will find them constant patrons ever afterwards.

So, remember that the first duty of an employing bill poster is to sell his space, to be a solicitor, for that is the best means to that end. After you have secured a customer, endeavor to retain and deserve his patronage by making your service bring results. This can be done by strict attention to business, close and constant surveillance of employees, and well ordered, judiciously placed boards.

Tuesday, January 7th, 1896, is the date, and the Emery Hotel, at Cincinnati, the place of meeting of the third annual convention of the Protective League of American Showmen. Bill posters everywhere are cordially invited.

OMAHA LETTER.

Business has been very good with us. B. M. Drake and Dick Hunter, of the Ringling Bros. Circus, have been here the last few days, they have contracted for a lot of boards from me. They left this morning for other towns to make other bill posters happy. Sam Meyers, manager of Chas. Frohman's Empire Theatre Stock Co, is here booming the business for his attraction which opens here the 22d G. W. Woods, general agent of Harry Williams' "A Bowery Girl Co." has been here the last few days, and has got the town painted a red, white and blue color for his attraction. Charlie Stowe, general press agent of the Barnum & Bailey Show, has just arrived to work up the press with advance notices of the big show. Hoping your paper, BILLBOARD ADVERTISING, will keep to the front, I remain.

T. MULVHILL.

T. F. Martin is the city bill poster at Newport, R. I.

F. A. Page is superintendent of the Haskins Bill Posting Co. at Providence, R. I.

One of the cleverest schemes that has reached us this season is a neat little folding map issued by Fiske Bros. of Worcester, Mass. It shows the principal streets and suburbs of Worcester, together with the locations of all prominent buildings and thoroughfares. Messrs Fiske Bros can show the location of their stands to a customer at a moment's notice. It is also a splendid idea to mail lists on.

Reagan & Clark, of 21 and 23 Ann St., New York, have an uptown office at 166 E. 120th St.

Rufus Miksch, city bill poster at Red Cloud, Neb. likes BILLBOARD and regards it as a much needed organ.

H C Stone and Henry Heatley, who do business under the style of the Paterson Bill Posting Co., at Paterson, N J, are old timers. They have been in the business since 1866.

I. E. Campo, of Savannah, Ga. reports business as slightly dull just at present.

Minnesota Bill Posters.

The annual convention of the Minnesota State Bill Posters' Association will be held at St. Paul, Minn., September 10th, next. It will be a most important meeting, and every bill poster in the State of Minnesota should make arrangements to attend. L. N. Scott, of St. Paul, is President; M. Breslauer, of Minneapolis, Vice-President, and C. H. Greibel, Jr., of Mankato, Secretary and Treasurer. All bill posters desiring to join the Association should address Mr. Greibel at Mankato without delay.

J. R. Lewis, the enterprising city bill poster, of Tiffin, Ohio, has this to say of BILLBOARD ADVERTISING: "It's a great paper, and is worth much more than you ask for it."

The Best Advertisement.

(BY BERT M. MOSES.)



The best advertisement in the August number of BILLBOARD ADVERTISING, is the one that brings the most orders. I don't believe that the best ad will get the highest number of votes in the contest, simply because there is nothing more mysterious or surprising than advertising.

I know of instances where the returns from just an ordinary looking ad have been astonishingly large. On the other hand, every advertiser has met with disappointment over the meager results from some ad which he expected to be a particularly good business-bringer.

My opinion is that the best ad in your August number, is that of the Helleberg Photo-Graving Company, of Cincinnati. To me it is as near perfect as any advertisement I have seen lately.

In the first place, the half-tone of the little soldier furnishes a sample of the company's work. Next, the reader is told to send a good photograph if he wants a good cut. Then, best of all, come enough prices (but not too many) to tell what it costs to buy a half-tone. The prices given are manifestly cash prices, because we are told to

and yet about the first question an advertiser asks a bill poster is, "what will you charge to do so and so?" Of course it is impossible to tell prices for everything, but a price or two for certain kinds of work is always possible.

If I were a bill poster and distributor, it seems to me I would tell the public how much I charged for my services, and tell why I was the best man in my territory to employ and tell what conspicuous boards I controlled, and tell how carefully the work was done, and things of that sort.

Mr. P. J. Culhane, of Hamilton, Ont., solicits business on the strength of the statement that he is a "record wrecker." This would seem to be poor advertising. If I had bills to post, I would prefer a slower and more careful man to do the work.

There are other pretty fair ads in the August number, but none out of the ordinary. That of the Libbie Show Print has a splendid position and ought to bring inquiries. Elder, Jenks & Raborg also occupy a conspicuous corner, and their ad is good because it gives prices. I would suggest that a better heading could be used than the firm name, which appears also at the bottom.

Somebody may say that my criticisms are not well taken, because I gave no prices in my own ad. I omitted giving prices for a reason. It was my first ad in BILLBOARD ADVERTISING. I had

A GOOD SUGGESTION.

NEW YORK, August 15, 1895.  
EDITOR BILLBOARD ADVERTISING,  
Cincinnati, Ohio.

DEAR SIR:

Every indication points to a large increase in the amount of commercial posting that will go over the country this fall.

As September and October are invariably busy months for all bill posters, both for theatrical and commercial work, it would seem to us an appropriate time to call the attention of the various bill posters throughout the country, to the necessity of increasing the amount of their holdings to accommodate the natural increase of business.

September and October are really the two critical months of the whole year, as many firms who are persuaded to try bill posting naturally select that time as the beginning of a season, both for its influence on the retail dealers and the consumer.

Naturally, during the dull summer months the bill poster is not influenced to increase his holdings, and it usually happens that the fall rush comes on him when he is entirely unprepared. And we regret to state that it has frequently happened that many advertisers, who had they received a good display for their paper in September, would have continued the posting for several months, but through the unfavorable circumstances have been discouraged from doing further work.

question and impress on its readers the necessity for providing satisfactory service for advertisers, at all times the general cause will be much benefited and the labor of securing orders greatly lessened.

Very truly yours,  
THE O. J. GUBE CO.

A Different Kind Of Art.

"What do you think of it?" asked the artist, as he exhibited his latest bit of work.

"Do you really want to know?" asked the critic, as if anxious to avoid giving pain.

"Yes," replied the artist, resolutely.

"You will not be offended if I speak frankly?" "I will not."

"Then," said the critic, "I do not hesitate to say that it is the most diabolically hideous night mare that I ever saw. In my opinion, it resembles nothing so much as a drunkard's vision."

"Is that your honest opinion?" asked the artist, as if loath to believe it.

"Well," replied the critic, "And what makes it worse is that you are capable of really good work."

"I know it is out of my usual line and methods," admitted the artist, "but I thought—I thought—"

"Well?"

"Why, I thought I'd just try my hand at posters in view of the fad that—"

"Posters!" exclaimed the critic. "Let me look at that again." Then after a critical examination: "My boy, it is sublime—super! Your reputation is as good as made now. Why didn't you say posters in the first place?"—Grever's Station.



From Photograph of the Ladies and Gentlemen of the Convention on the Excursion tendered by Walker & Co., Detroit.

"send the money with the order." It is a complete ad, well displayed, and yet there isn't a black line in it. After reading it, there is nothing to write about except to send an order and send the cash. Here we see what can be said in about forty words. I can think of nothing additional that would improve it, nor do I see how anything could be left out to advantage.

The next best ad is Hennegan & Co's. My only criticism is that there is too much of it. Its strong point is the giving of prices. The heading is not striking, nor yet original, but I think it will be noticed by most of the bill posters who read BILLBOARD ADVERTISING.

The most noticeable thing about the ads of the bill posters is their similarity. The advertising most of them do, constitutes little more than a directory. Of course there are exceptions, as in the case of Ramsey of Lexington. This ad, like some of the others, shows a tendency to be "flip." Just why a bill board man should be more "slangy" than any other business man, I do not know; I don't believe it helps to bring orders.

Mr. Ramsey's ad is good for one reason—it gives a price. Nearly every other ad omits this,

doubts as to whether it was a good medium to use for my business; so I thought I would merely try and see how many answers I would get. And I succeeded pretty well, because more answers have come to that one ad than I expected from a dozen ads.

It would be a good plan for every advertiser in BILLBOARD ADVERTISING to write to the publisher and tell just how many dollars and cents can be traced to the ads in the August number. That would show precisely which was best without question.

IN BRYANVILLE  
Bill board cars for advertising purposes solely, are being run on Cleveland (O.) street railways.

Dr. S. Weir Mitchell is an enthusiastic collector of posters, and his collection is said to be the largest in existence, numbering in the thousands. In his Walnut Street house he has a room papered with them. The doctor has given the man who supplies him with his periodical literature a standing order to secure every poster he can lay his hands on, and is said to have agents in England and France who act under similar instructions.—Argonaut, San Francisco.

Next to increasing your holdings is telling the advertiser that you have increased them through the columns of BILLBOARD ADVERTISING, or otherwise, and we hope the example of Mr. Hackett will be widely followed throughout the country, so that there will not be cause for a single unsatisfactory comment from any advertiser during the months of September and October.

Apropos of this situation, we have this day received a letter from Mr. John Hackett, bill poster at Woonsocket, R. I., which says:

"We have during the present summer made large additions to our already large billing capacity, and are now prepared to post paper to any amount, giving a good satisfactory showing right through the winter months. Heretofore it has been rather hard work to give the required showing during the show season, but our increased billing capacity will permit us to guarantee satisfaction to all prospective advertisers. Thanking you kindly for all work shipped us in the past, and hoping for a considerable increase in the amount during the present season," we are, yours truly,  
JOHN HACKETT, Bill Poster.

If BILLBOARD ADVERTISING will take up this

GEORGE H. BUBB.

The first page of BILLBOARD ADVERTISING for this issue is adorned by a striking portrait of one of Williamsport's, (Pa.) best known young men, George H. Bubb, who is the city bill poster distributor and general out-door advertising agent. He controls all space in his city as well as at South Williamsport and Newberry. He is a young man only 31 years of age, but an old timer at hanging paper. Having started at the old Academy of Music some 16 years ago, he was the first advertising agent for the new Lycoming Opera House. Mr Bubb is also a newspaper man having been connected for years with the different papers of his city, and has been in advance with some of the best stars on the road. The Bubb Comedy Company's Challenge Band and Orchestra of 37 people, who have been on the road the past three seasons playing to the capacity of the Opera Houses owned and managed by Mr. Bubb, his headquarters which is the home for agents, is said to be one of the largest and roomiest in the state, having the large brick building in the rear of the Reighard Block. Four men find steady employment with him the year round. All patrons of BILLBOARD ADVERTISING are cordially invited to make his place their home if ever in his city.



LIST OF FAIRS

+ + 1895. + + REVISED AND CORRECTED.

Copyright, June, 1895, All Rights Reserved

This department will hereafter be made a regular feature of our columns, and will be broadened in scope so as to admit Expositions, Pure Food Exhibits, Celebrations, Fetes, Horse Shows, Flower Shows, Bench Shows, Poultry Shows, and all Industrial Exhibitions whatsoever.

Managers of any attraction of this nature can have their dates, official roster, town and name of the society under whose auspices the exhibition takes place, published free of charge in nonpareil. The rate for bold face type will be made known on application.

ALABAMA.

Greenville, South Alabama Fair Society, R. G. Porter, sec'y.

ARKANSAS.

Batesville, Batesville Fair Association, Dr. D. C. Ewing, pres't, C. F. Rosenthal, treas. A. N. Simmons, sec'y.

CALIFORNIA.

Napa City, Napa Agricultural Society, E. H. Winship, pres't, Nathan Coombs, sec'y.

COLORADO.

Deaver, Colorado Exposition Company, Grand Junction, Grand Valley Fair Society, L. A. Staley, sec'y.

CONNECTICUT.

Brantford, Brantford Agricultural Society, Geo. C. Fields, pres't, Walter Foote, treas. J. A. Paul, sec'y.

DELAWARE.

Dever, Agricultural Society of Delaware, Geo. A. Millington, pres't, Louis Schabinger, treas. John B. Wharton, sec'y.

FLORIDA.

Bartow, Dixie State Fair Society, No Fair 1895.

GEORGIA.

Atlanta, Cotton States and International Exposition, Walter G. Cooper, sec'y.

IDAHO.

Boise City, Boise City Driving Club.

Morrison, Whiteside County Agricultural Society, E. A. Smith, pres't, J. J. Harburt, treas. J. H. Snyder, sec'y.

ILLINOIS.

Albion, Edwards County Fair Association, Jos. White, pres't, Geo. V. Carer, treas. Edward Craig, sec'y.

INDIANA.

Angola, Steuben County Agricultural Society, A. M. Parsell, pres't, H. L. Hutson, sec'y.

IOWA.

Adel, Dallas County Agricultural Society, B. A. Leach, treas. Lee P. Ryan, sec'y.

KANSAS.

Corning, Adams County Fair Association, Geo. Durrah, pres't, C. C. Norton, treas. A. Devore, sec'y.

KENTUCKY.

Alexandria, Campbell County Agricultural Society, Ashland, Boyd County Fair Association.

LOUISIANA.

Bayou, Louisiana Agricultural Society, H. C. Brown, pres't, J. E. Williams, sec'y.

MARYLAND.

Bel Air, Harford County Agricultural Society, A. M. Fullard, pres't, Jas. W. McNabb, sec'y.

MAINE.

Andover, Oxford North Agricultural Society, Sept. 25 and 26.

MICHIGAN.

Ann Arbor, Washtenaw county Fair, F. E. Mills, sec'y.

MISSISSIPPI.

Amesbury, Amesbury and Salisbury Agricultural Society, C. W. Woods, pres't, W. H. Holburn, treas.

MISSOURI.

Atchison, Atchison County Fair Association, J. J. Gillen, pres't, A. H. Hall, treas. E. E. Rogers, sec'y.

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**OKLAHOMA TERRITORY.**  
 El Reno, El Reno Fair Association, Oct. 15 to 18  
 Guthrie, Oklahoma State Fair Association, 1007  
 Tulsa, sec'y, Oct. 8 to 11  
 Alva, Western Oklahoma Fair, Sept. 16 to 19  
 Hennessy, Kingfisher County Fair, W. J. Stevens, sec'y

**CANADA.**  
 Almont, North Lanark Agr. Society, W. P. McEwen, sec'y, Oct. 2 to 4  
 Beachburg, North Renfrew Agr. Association, John Brown, sec'y Oct. 3 to 4  
 Burford, Burford Agr. Society, Albert Foster, sec'y, Oct. 10-11  
 Bowmanville, West Durham and Darlington Union, R. Windatt, sec'y, Sept. 20 to 21  
 Guelph, Guelph Central Exhibition, Wm. Laidlaw, sec'y, Sept. 17 to 19  
 Goderich, Great Northwestern Exhibition, James Mitchell, sec'y, Oct. 1 to 3  
 London, Western Fair, Thomas A. Browne, sec'y, Sept. 12 to 21  
 Markham, E. R. of York and Markham Agr. Society, W. H. Hall, sec'y, Oct. 2 to 4  
 Montreal, Provincial Exhibition, S. C. Stevenson, sec'y, Sept. 12 to 21  
 Paris, North Brant Agr. Exhibition, H. C. O'Neil, sec'y, Oct. 1 and 2  
 Perth, South Lanark Agr. Society, J. G. Campbell, sec'y, Sept. 17 to 19  
 Peterborough, Peterborough Central Exhibition, J. Grew, sec'y, Sept. 23 to 25  
 St. John's, N. B., Canada's International Exhibition, J. C. Mitchell, sec'y, Sept. 24 to Oct. 4  
 Sherbrooke, Canada's Great Eastern Fair, Sept. 2 to 7 H. R. Fraser, sec'y  
 Renfrew, South Renfrew Exhibition, Sept. 19-20, Rob't McLaren, sec'y  
 Whitby, Counties of Ontario and Durham Exhibition, Sept. 17 to 19 Jos. White, sec'y  
 Walkerton, Northern Exhibition, Oct. 1 to 3 Arch Tolton, sec'y  
 Vanklech Hill Prescott County Agri. Society Exhibition, Sept. 18 to 20. Fred W. Thistlewaite, sec'y

**ONTARIO, CANADA.**  
 Campbellford, Seymour Agricultural Society, F. Bonnycastle, pres't, John Clark, sec'y, Last Thursday and Friday in September.  
 Collingwood, Great Northern Exhibition, H. Forman, pres't, W. L. Frame, treas. J. W. Archer, sec'y, Sept. 24 to 27  
 Dresden, Camden Agricultural Society, Walker H. Clapp, pres't, N. B. Carscallen, treas. John Chapple, sec'y, Oct. 9 and 10  
 Kingston, Midland Central Fair Association, John F. Oram, sec'y, Sept. 2 to 7  
 Ottawa, Central Canada Exhibition, Wm. Hutchinson, pres't, T. C. Gate, treas. E. McMahon sec'y, Sept. 20 to 23  
 Owen Sound, Owen Sound Fair Association, J. H. McCullough, pres't, A. G. MacKay, sec'y, Sept. 17 to 19  
 Prescott, South Grenville Agricultural Society, Jas. Cosgrove, pres't, T. R. Melville, sec'y, Sept. 24 to 26  
 Simcoe, Norfolk Union Fair Association, D. B. Palmerston, pres't, J. Thos. Murphy, sec'y, Oct. 15 to 17  
 Stratford, Stratford Fair Association, Nelson Monteith, pres't, John Brown, sec'y, Sept. 26 and 27  
 Wingham, Northwestern Fair Association, Chas. Henderson, pres't, John Anderson, sec'y, address, Belgrave, Ont. Sept. 24 to 26

**QUEBEC.**  
 Sherbrooke, Canada Great Eastern Exhibition, Hon. John McIntosh, pres't, H. R. Fraser, sec'y, Sept. 2 to 7  
 Aylmer, Malahide Agricultural Society, D. H. Price, sec'y, Sept. 27 and 28  
 Toronto, Toronto Industrial Exhibit, F J Hill, sec'y, Sept. 2 to 14  
 London, Ontario, Western Fair, T. A. Browne, sec'y, Sept. 12 to 21  
 Montreal, Provincial Exhibit, C. A. Everett, sec'y, Sept. 24 to Oct. 4  
 Winnipeg, Manitoba, Industrial Exhibit, F. W. Heubach, sec'y, July 15 to 19

**ENCAMPMENTS, ETC.**  
 Chattanooga, Tenn. Dedication of Chicamauga National Park, Sept. 00  
 Knoxville, Tenn. National Encampment, Sons of Veterans, Sept. 16 to 18.  
 Louisville, Ky. G. A. R. Encampment. Sept.

**MONTANA.**  
 Missoula, Western Montana Fair, Sept. 24 to 26

**MISSOURI.**  
 St. Joseph, The St. Joseph Fair Association, Sept. 9 to 14.  
 Palmyra, Marion county Fair, Oct. 1 to 5, W. E. Sites, sec'y.  
 St. Charles, Sept. 10 to 12.  
 Shelby, Sept. 10 to 12  
 Louisiana, Sept. 10 to 14  
 Chillicothe, Sept. 17 to 20  
 Milan, Sept. 25 to 30  
 Kirksville, Sept. 2 to 6  
 Ridgeway, Sept. 3 to 6  
 Clayton, Sept. 2 to 5  
 Dexter, Sept. 17 to 21  
 Belleville, St. Clair county Fair, Sept. 3 to 6, August Barthel, sec'y.

**NEW YORK.**  
 Binghamton, Exposition, Sept. 10 to 13  
 Camden, Camden Industrial Ass'n, Sept. 10 to 12  
 Rome, Oneida county Fair, Sept. 23 to 27

**MICHIGAN.**  
 Bear Lake, Manistee county Fair, John N. Brodie, sec'y  
 Muskegon, Muskegon county Fair Association, Sept. 17 to 20

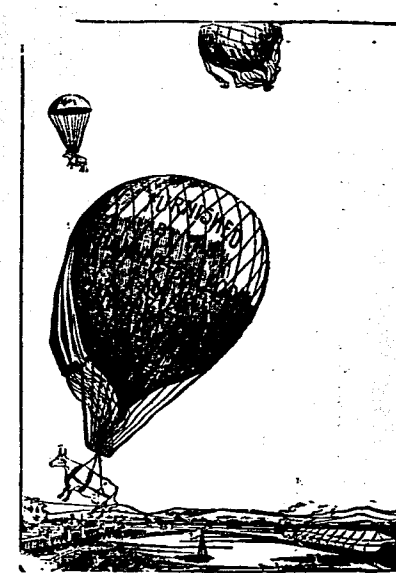
**MINNESOTA.**  
 Little Falls, Morrison county Fair, Sept. 5 to 7, Geo. La Fond, Mgr.

**NEBRASKA.**  
 Hartington, Cedar county Fair, Sept. 24 to 26, S. J. Young, sec'y.  
 Arapahoe, Arapahoe District Fair Association, Sept. 10 to 12, W. D. Pruitt, sec'y.  
 Creighton, Knox county Agricultural Ass'n, Sept. 3 to 5.  
 Elmwood, Elmwood Fair, Sept. 24 to 27.

**LOUISIANA.**  
 Alexandria, Alexandria Fair Association, Phil L. Asher, sec'y, Oct. 8 to 13

**MASSACHUSETTS.**  
 Lowell, Lowell District Fair, J. S. Hooker, sec'y, Sept. 24 to 27

**MARYLAND.**  
 Elkton, Cecil county Fair, John M. Tucker, sec'y, Sept. 10 to 13



**For Ascensions  
 Of Any Description**  
 Address,  
**The Great Hanner Balloon Co.**  
 CINCINNATI, OHIO.

**Too Late for Classification**

**ARKANSAS.**  
 Gillett, The Stuttgart Fair Association, Oct. 25, W. S. Gettle, sec'y.

**IOWA.**  
 Dunlap, Dunlap Fair, Oct. 2 to 4.  
 Villisco, Maple Valley District Fair, Sept. 17 to 20, L. L. Ingram, sec'y.

**CONNECTICUT.**  
 Meriden, Meriden Agricultural Association, Sept. 25 to 27, L. E. Coe, sec'y.

**KANSAS.**  
 Oswego, Labett county Fair Association, Oct. 9 to 11, Robert Elliott, sec'y.  
 Sibley, Sibley Agricultural Society, Sept. 11-13  
 Mankato, Jewell county Fair, Sept. 24 to 27  
 Iola, The Iola Fair, C. L. Whitaker, sec'y  
 Finney county, Sept. 25 to Oct.

**Reliable  
 Distributing**  
 By Competent Men.  
**W. H. STEINBRENNER,**  
 811 Vine St., CINCINNATI, O.

**The "Say" Poster.**

Nearly 200,000 sold in six months  
 Proves that it's a good thing.

**Have You**

Used it? If not, send for a sample. See what it looks like. Sells on sight. Prices, terms, etc., on application.

**Hennegan & Co.,  
 Cincinnati, O.**

The border surrounding the above advertisement is a photograph reduction of a one-sheet poster belonging to Hennegan & Co. Descriptive matter displayed therein obtains augmented strength and force. Prices on posters of this class, free upon application.

**Cincinnati Engraving Co.**  
**PINE BLOCK ENGRAVINGS for all kinds of POSTERS.**  
 Special Prices to Printers and Bill Posters.  
 Correspondence Solicited  
**819 Barr St., Cincinnati, O**

**The Donaldson  
 Lithographing Co.  
 Cincinnati, O.**

Are the Leading Poster Printers of the world. No other firm maintains the same high and uniform grade of artistic excellence which characterizes the output of the famous Queen City firm. Their prices are but little, if any higher than cheap printing houses charge for cheap work.

DO YOU WANT IT? **COLORADO.** WE CAN GIVE IT TO YOU.

Controls the  
**Big 3**  
 Distributing Points for  
**Bill Posting,  
 Distributing,  
 Wall and Fence  
 Advertising Signs.**

**THE  
 Curran Co.**  
 Main Office,  
 Denver, Colo.  
 Branches,  
 Colorado Springs  
 and Pueblo.

**Bill Posters!**  
 Best Paste Brush Handle on Earth.  
 I HAVE THEM. YOU NEED THEM.  
**MACK W. PEACHEE,**  
 16 Water Street, INDIANAPOLIS, IND.

**Col. Joe Blakeslee,**  
 CITY BILL POSTER AND DISTRIBUTER.  
 Owner of All Bill Boards.  
 Established 40 Years.  
 Weight 230.  
**New Haven, Conn.**

**CONTRACTS  
 SOLICITED FOR  
 Distributing**

How to make money evenings, sent for 10c.  
 Circular Free, THE ADAGE, Buffalo, N. Y.

**W. H. BATHGATE** ADVERTISING AND  
 DISTRIBUTING AGENCY.  
 DISTRIBUTERS,  
 BILL POSTERS,  
 ADVERTISERS.  
 REFERENCES ON APPLICATION. PORTAGE, WIS.

All Kinds of Advertising  
 Matter, by the

**DON'T PASS OLD BUTLER**  
 I Distribute  
 ALL KINDS OF ADVERTISING MATTER.  
 WRITE FOR TERMS.  
**C. P. ROBERTS, Selkirk, O.**

The Old Reliable.

**THE  
 JOHN CHAPMAN CO.**  
 LICENSED CITY AND SUBURBAN  
**BILL POSTERS,  
 DISTRIBUTERS,  
 ART BULLETIN ADVERTISERS,  
 PASTE MANUFACTURERS.**  
 19 Longworth St., Telephone 2314.  
**CINCINNATI, O.**

JOHN CHAPMAN.

**International  
 Association  
 of  
 Distributors,  
 OF NORTH AMERICA.**

Reliable Members Only. Affidavits Furnished  
 Prices Low consistent with Good Work.

**W. H. STEINBRENNER, Solicitor,  
 No. 811 Vine Street, CINCINNATI, O.**

**BURNITT RELIABLE BILL POSTER.**

**KEEP POSTED**  
 IT'S A DEVILISH GOOD THING  
 FOR YOU AND THE MASSES!  
 POST THE PEOPLE OF THE INDIAN TER.  
 6000 WHITES IN ARDMORE TO READ  
 WRITE BURNITT. WE'LL KEEP YOU POSTED  
 Designed by W. R. Burnitt.

**Mauberret's Printing House, Limited**

Printing **Posters** Work  
 in ALL its all sizes THE FINEST  
 its all styles. Prices  
 Branches. 526 to 532 Poydras Street, THE LOWEST  
 Engraving. NEW ORLEANS

**Capital City Bill Posting Co.**

CONTROL ALL BOARDS AND AVAILABLE PLACES FOR POSTING IN

**BOISE CITY, IDAHO**

**JAMES A. PINNEY, Manager.**

Also Manager COLUMBIA THEATRE.

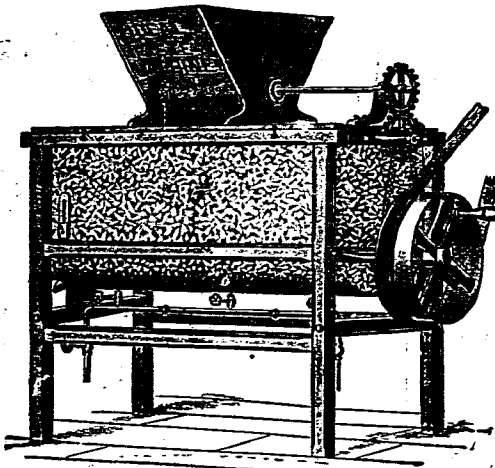
**HUIEST-STOUT SIGN GO.**

(INCORPORATED)

**Advertising Sign Contractors. Licensed City Bill Posters.**

213 N. Eighth St., ST. LOUIS.

Can and Control 31,800 lineal Feet of Bill and Bulletin Boards in St. Louis and Suburbs.



**The Ideal Paste Machine**

Manufactured by the **IDEAL PASTE MACHINE CO.**

- This Paste Machine is today the simplest piece of mechanism on the market. Easy to operate, can be run by hand or steam power. Size of machine, 4 feet 4 inches long, 23 inches wide, 5 feet 5 inches high.
- Write us for printed matter.

**IDEAL PASTE MACHINE CO. DAVENPORT, IOWA.**

Write To **Montague & McHugh, Fairhaven, Wash.**

For Information Regarding The Famous **WASHINGTON CEDAR SHINGLES.**

When you write, mention *Billboard Advertising*.

**Chas. H. Day's Circus Story, "Young Ad. Forepaugh," THE ELEPHANT TRAINER.**

Mailed on receipt of twenty cts. L. H. DAY WHITNEYVILLE, CONN.

When you write, mention *Billboard Advertising*.

**HIGH-CLASS Half-Tone ENGRAVING.**



SEND A good Photograph and Get a Good Cut.

PRICES:

3x4	\$5.00
3 1/2 x 4 1/2	3.25
4x5	3.50

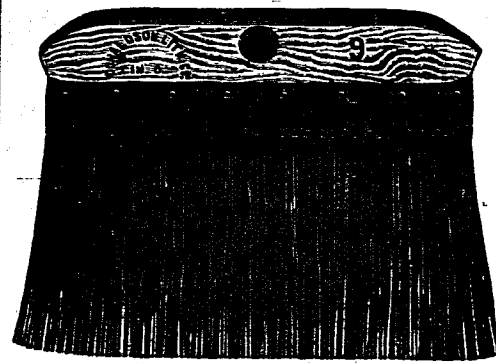
PRICES:

2x3	\$2.50
2 1/2 x 3 1/2	2.65
2 3/4 x 3 1/2	2.75

SEND The Money With The Order.

**The Helleberg Photo-Graving Co. Cincinnati**

When you write, mention *Billboard Advertising*.



**THE DONALDSON BILL POSTERS' PASTE BRUSH**

COPPER BOUND & STEEL RIVETED THE BEST AND MOST DURABLE OF THEM ALL.

PRICES:

10 in.	each, \$1.75	10 in.	doz \$49.00
9 "	" 3.25	9 "	" 36.00
8 "	" 2.85	8 "	" 32.00

SEND YOUR ORDER TO **The Donaldson Litho. Co. CINCINNATI, OHIO.**

**YOUR AUTOGRAPH FREE.**



With a yearly subscription at \$1 a fac-simile of your signature engraved and plate for printing sent free. Write names with black ink and enclose the amount.

**BILLBOARD ADVERTISING, Eighth St., CINCINNATI, O.**

When you write, mention *Billboard Advertising*.

**BUSINESS "SHARPER."**

To Any Sheriff or Constable, GREETING:

Arrest the man that didn't get my 2 dozen trade schemes for business people. On payment of cost (50 cts.) release him. No stamps. Address,

**JAMES R. LONG, Writer of Advertising, Power, Push & Pull. Washington, D. C.**

**This is Ramsey of Lexington.**

Don't Overlook Lexington, The Queen Of The Famous Blue Grass Region of Ky.



**HE POSTS BILLS? NO.**

IS THE BOSS. HE OWNS LEXINGTON. THE BOSS SEES THAT ALL YOUR BILLS ARE POSTED RIGHT. SEES THAT THEY ARE NOT COVERED TIL TIME IS UP.

Yes, You Pay Him 7 Cents for 30 Days - NO POST. Distributing! I Should Say So. Got 2 Good Men. Don't Do Anything Else.

107 E. Main. **L. H. Ramsey & Co.**




This is The Joint. Drop in When you are in Town. Good Place to Loaf.

# BILLBOARD

## ADVERTISING

A Magazine for Business Men who think.



James A. Curran.

October, 1895.

Classified Advertisements.

BILL POSTERS' DIRECTORY. Two line Display Advertisements under this heading, 25c for one insertion, 50c for three insertions, 75c for four insertions, \$1.00 for six insertions. Larger cards, 10c. per square line. A. C. H. Mesler, City Bill Poster and Distributor, Port Jervis, N. Y. Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor. Perth Amboy, N. J., Pop. 13,000 Geo. Searies, City Bill Poster and Distributor. Waverly, N. Y., Sayre, Pa., Population 10,000. Address, Murdock, & Co., Waverly, N. Y. Western Bill Posting Co., Owners of all Advertising Spaces, Salt Lake City, Utah. Meadville, Pa. George Knox, City Bill Poster and Distributor. Reference if desired, is a city of 12,000 inhabitants, situated on the main line of the N. Y., P. & O. R. R.; has large railroad, machine and car shops, boiler shops, iron works, furniture factories, etc., and is one of the most enterprising cities of its size in Western Pennsylvania. Grand Junction, Col. Pop. 4,000. Bill Posting, Distributing, Tackling, etc. Circulars mailed, or list of names of residents of Mesa County furnished, best of reference. Edwin A. Baskell. Leonia, N. J. Delivery Bill Poster and Distributor, 3,000 feet of boards. Laconia, N. H., pop. 15,000, Folsom Opera House, Driving Park and Show Grounds, J. F. Harriman, Manager, owns all boards in city and suburbs. Fort Scott, Kas. Pop. 14,000. Harry C. Erlich, City Bill Poster, Lithographer and Programmer. Cards tacked up and samples distributed. PUT FORT SCOTT, KANSAS, ON YOUR LIST Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service. Boonville, N. Y. Wm. Comstock, City Bill Poster. Owns and controls all boards. Moline, Ill. F. W. Stuhl & Co. Bill Posters and Advertising Agents. Milford, Mass. Population 10,000. W. E. Cheney, City Bill Poster, Distributor 84 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express. Sioux City, Iowa, pop. 40,000, Posters, Distributor and Tackers. We do all kinds of advertising & guarantee work Sioux City Bill Posting and Advertising Co. [Licensed] Member A. S. A. Pasadena, Cal. City Bill Posting Co. D. Coyle, Mgr. Geo. P. McClain, Prop Indianapolis, Ind., Pop. 105,436, Indianapolis Bill Posting Company, 63 N. Pennsylvania Street. Los Angeles, Cal. Pop. 85,000. City Bill Posting Co., 254 S. Main street. Geo. P. McClain, Prop. F. E. Holtslander, Mgr. Waukesha, Wis., pop. 9,000. All boards owned and controlled by ad. F. Mevis, 638 Main street. Farmer City, Ill., A. H. Shumaker, Bill Poster & Distributor. Washington, Ind. has a population of 10,000 Write Horral Bros about posting. Pana, Ills. Pop. 7,000. LOU ROLEY, Bill Poster, controls all the 4ma boards. 540 ft. of desirable locations. Bethlehem, Pa., pop. 25,123. South and West. Groman Bill Posting and Distributing Co. James E. Henry & Son, Up-to-date Bill Posters and Distributors Detroit, Mich. Established 1865. Carbondale, Pa. Carbondale City Bill Posting and Distributing Co. J. O'Hearn, Manager. Prairie City, Iowa, Write to W. S. Parker, City Bill Poster and Distributor. Fort Huron, Mich., Bennett & Murray, City Bill Posters, Members State Ass'n, L. T. Bennett, opera house. Wilmington, Del., pop. 70,132, Geo. W. Jackson, City Bill Poster and Distributor, 307 Orange street. J. E. Williams. Oshkosh, Wis., City Bill Poster and Distributor. Reliable and definite service. Population 32,326. Own all boards in the city, 30,000 square feet "I have troubles of my own; don't." etc. When you write, mention Billboard Advertising.

Classified Advertisements.

BILL POSTERS' DIRECTORY. Lima, Ohio, Pop. 20,000, W. C. Durrell, City Bill Poster and Distributor. Work promptly done. Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester st. Bowling Green, Ky., Pop. 10,000. All Desirable Boards controlled by J. M. Robertson, manager Opera House. Display Advertising. TO RENT. 1000 spaces on bill boards for painted signs, each 150 square feet. Located in New England towns and cities. Location of boards guaranteed first-class. C. S. KIEFH, Bill Posting and Painted Sign Board Advertising, 447 Main street, Fitchburg, Mass. Louisiana, Mo. Population 10,000. C. A. Bragsdale City Bill Poster, Distributor. San Antonio, Texas, Pop. 40,000. Texas Advertising Co., City Bill Posters and Distributors, Office, Ajama Plaza, Weeks Bldg., P. O. Box 686. Signs painted and tacked up. Albuquerque, N. M. Pop. 10,000. The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, tacking, fence painting, mailing. Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own and control all bill boards, paint signs and bulletins and does distributing. Address ROBERT J. JAMESON, Manager, P. O. Drawer 23. Lawrence, Kas. Pop. 15,000. A. M. Poff, City Bill Poster and Distributor. Meridian, Miss. Pop. 15,000. L. D. Hoffer, City Bill Poster & Distributor. Belfast, Me. F. E. Cottrell, City Bill Poster. P. O. box 731. Residence 20 High street. Bill Posting and Distributing service. Northfield, Minn. Pop. 4,000. H. U. Ensign, Bill Poster and Distributor Board capacity, 900 sheets. New Hampton, Iowa, R. K. Garver, Bill Poster and Distributor. Circulars distributed in Northern Iowa. Honest work. Reasonable Rates. Reference furnished. W. E. PATTON, Corinth, Miss, Bill Poster and Distributor. Reference furnished. Greenville, Miss. For Bill Posting and Distributing, address L. Hexter, manager Opera House. Lee Bros. & Co., City Bill Posters and Distributors. Santa Rosa, Cal. Population 7,000. E. S. Carpenter, Bill Poster and Distributor, Danielson, Conn. St. Charles, Mo. Pop. 10,000, City Bill Posting Co., own and control all bill boards, also do Distributing, Tacking, etc.; circulars mailed, or list of names of residents of St. Charles City and County furnished. Reference given. E. C. Fraut, Manager, Batavia, Ills. J. N. Mittelberger, Manager. Waukesha, Wis. (adwell F. Mevis, City Bill Poster and Distributor, 638 Main. Camden, Me. Wm. H. Hemmingway, Bill Poster, First-class Distributor of bill of all kinds. Clinton, Ills. John B. Arthurs, City Bill Poster, Manager New Opera House. Eureka Springs, Ark. Pop. 4,000 R. H. James, City Bill Poster, Owner of bill boards in this and adjoining towns. Santa Paula, Ventura Co., Cal. Pop. 2,000. S. R. Jenkins, Bill Poster. Lexington, Ky. Licensed Bill Posters and Distributors. White men do our distributing. Circulars \$1.50 per 1000, one in each house; if books, \$2 to \$3 per 1000. Samples according to size. Satisfaction guaranteed. Champaign, Ills. J. W. Mulliken Bill Posting Co., Special attention to posting and distributing. Dalton, Ga., D. K. McKAMY, Bill Poster. Pocatello, Idaho, J. W. KELLEY, Bill Poster. Wallace, Idaho, Coeur d'Alene Mines. J. C. Campbell, Bill Poster and Distributor. References. Caldwell, Kas. S. H. HOKNER, City Bill Poster. Memphis, Tenn. Van Beuren & Co., Bill Posters and Distributors, 224 Second street. When you write, mention Billboard Advertising.

Classified Advertisements.

AMERICAN FAIR BULLETIN. Arabs. A Wonderful Troupe of Performing Arabs; address Jas. J. Armstrong, 10 Union Square, New York City. M. M. Forsman, Peoria, Ills. Makes a specialty of Odd, Unique and Original Balloon Ascensions, Parachute Drops. FIREWORKS. Write for our descriptive catalogue. The Masten & Wells Fireworks Co., Boston. Shedman's Coursing Hounds, W S Shedman, 88 and 90 Centre, New York. WANTED!! Privilege men in all branches, EVERYTHING goes this year, The Central Ohio Fair, Orrville, O. Prices reasonable and fair treatment. Oct. 8 to 11. Proctor E. Seas, sec. & supt. Privileges. Chas. Fenz & Co., New York, 103 E. 14th st. Furnish all kinds of Open Air Attractions for Fairs, Fetes, etc. Balloon Ascensions. And Parachute Drops of Every Description. Wm. B. Hanher, Cincinnati, O. Fair Bills and Posters, The Donaldson Litho Co., Cincinnati, O. Fair Grounds Attractions, Of Every Description, Cincinnati Amusement Agency, 127 E. 8th st., Cincinnati, O. The Only Comedy Attraction for Fairs, sextant Forepaugh's Yankee Farmer James B. Maeks, Address, care of Donaldson Litho., Co., Cincinnati, O. Balloon Ascensions, Jewell Bros, Aeronauts, Trenton, N. J. "Laloo" Greatest of all Living Attractions. Address Geo. Arlington, 88 90 Centre st., New York. Jeakies' Pony Hippodrome, Strong and strictly first-class attraction for Fairs, Charlot Races, Roman Standing Races, Pony Flat Races, etc. Address E. C. Pratt, Manager, Batavia, Ills. DISTRIBUTERS' DIRECTORY. We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space. J. E. Stroyer Co., Rochester, N. Y. Advertising matter distributed, signs nailed up. Try us. Members of Int'l. Assn. of Dist. of N. A. and Nat'l Dist. Assn. Newark, O. Licking Distributing & Mailing Agency. Advertising of all kinds handled, signs tacked up. Low rates. Reference given. 11 1/2 South Side square. Valparaiso, Indiana, Distributing in Porter co. J. H. McGUIH. Matawan, Monmouth Co., N. J. Lloyd's Distributing Agency, Box 67. St. Charles, Mo., B. F. Bruns & Co., Advertising Distributors. Hackettstown, N. J., C. A. McLean, Distributor, signs tacked. Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 608 York street. Grand Rapids, Mich. George M. Leonard, Reliable Distributor. Nashville, Tennessee. Circulars, etc., distributed, cards mailed \$1.50 per 1000 up. James L. Hill, 323 Broad street, Nashville, Tenn. Seranton, Lackawanna Co., Pa. John H. Helz & Sons, General Advertising Agents, Write to us, 654 Deacon street. Carthage, Mo. Pop. 10,000. Joseph Barratt, Distributor; Sampler and General Advertiser. Cincinnati, O. Distributing, Reliable, prompt. Reference furnished. Population 35,000. Address W. H. Steinbrenner, 313 Vine, Cincinnati. When you write, mention Billboard Advertising.

Classified Advertisements.

DISTRIBUTERS' DIRECTORY. Western Bill Posting Co., General Distributors Salt Lake City, Utah. I will Distribute Circulars, and Post Bills. Advertisers, write at once, B. F. Evans, Minister Ala. Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns. Chester, Conn. Chas. E. Lord. Entire or any part of the State, posting also. Washington, D. C. P. PRINTZ & CO., 739 9th Street, N. E. Distributors of advertising matter. Write us. Boston, Mass. Pop. 600,000. J. F. McWhirk, General Adv. Distributor. Manchester, N. H. All kinds of Advertising Matter Distributed. P. O. Box 483. Louisville, Ky. R. Taylor, General Distributor. First class service. 542 Second St. It Will Pay Distributors To keep their ads in this column. Advertising of all kinds handled with care, signs tacked, rates low, reference The Licking Dist. & Mailing Agency, 11 1/2 South Side Square, Newark, Ohio. Cumberland, Ind. Chas. Caylor Distributing matter in Marion and adjoining Counties. Marquette, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,624 Wm. H. Earle, Marquette, Wis. Reliable Distributor. Your contracts solicited. Cincinnati, O. H. E. Meisner Distributing, sign tacking, South & Depot. Moira, N. Y. F. W. Bucklin Reliable Distributor, Reference furnished. Millersburg, Dauphin Co. Pa. Roscoe C. Hinkle, Distributor, \$2 per m. R. H. Johnston's Distributing Service, 314 Union Trust Bldg St. Louis, Mo. Boise, Idaho, Spaulding & Gordon, Reliable Distributors and Sign Tackers. We pay rent for our locations and can guarantee. When you write, mention Billboard Advertising. EXPERT AD. WRITERS. Advertisement Writer. J. H. SUBERS, 4 New Chambers St. N. Y. Five neat ads for your business for \$2. Send stamp for booklet, H. Frank Winchester, 102 Ashford St. Brooklyn, N. Y. 4 Cuts and 4 Retail ad. for \$1.00 Up-to-date proofs free. Margie Bowman, THE ADAGE, Buffalo, N. Y. Robt. Carroll, Dayton, Ky. D. B. Archibald, 73 Nassau Street, N. Y. C. F. McHenry, Newport, Ky. Geo. Gullford, 127 E. Eight St., Cincinnati, O. Bert M. Moses, Brooklyn, N. Y. When you write, mention Billboard Advertising. Have You Subscribed for BILLBOARD ADVERTISING? YOUR AUTOGRAPH FREE. Robert Boyne. With a yearly subscription at \$1 a facsimile of your signature engraved and plate for printing sent free. Write names with black ink and enclose the amount. BILLBOARD ADVERTISING, Eighth St., CINCINNATI, O. PUZZLE FOLIO, fine adv. idea at \$1 a 1000 Samples for stamp. QUIVER, Buffalo, N. Y. When you write, mention Billboard Advertising.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. IV, No. 111. CINCINNATI, OCTOBER 1, 1895. PRICE 10 CENTS PER YEAR, \$1.00

Walter G. Cooper. And the Advertising of the Atlanta Exposition.

If the difficulties he encountered and the disadvantages under which he labored were generally known, Mr. Walter G. Cooper, Chief of the Department of Publicity and Promotion of the Cotton States and International Exposition Co., would be credited with the most remarkable achievement in the field of advertising that has been accomplished in late years. This a broad and sweeping statement, but made advisedly and with full knowledge of the facts. As it is, the wonderfully systematic and thorough manner in which he has done his work has established a reputation for him which will create a lively demand for his services by great enterprises of a similar nature.

Hampered by appropriation, which, when the territory to be covered is considered, seemed not only meager but absolutely inadequate, and with the country in a jaded condition, owing to the proximity of the World's Fair and Midwinter Exposition, he has nevertheless succeeded in his every endeavor. He has covered the North, the South, the East and the West as they have never been covered before. He has placed the big show in evidence in every province of Canada and reached every town and hamlet in Mexico, South and Central America. In England, Ireland, Scotland and Wales, his work is apparent on every hand, and even in far off South Africa, Australia and New Zealand the people are talking about Atlanta and her fair.

Just how he managed it, no one seems to know. He combines executive ability of a high order with great determination of purpose. Those characteristics, together with a rare courtesy, fine diplomacy and persistent and systematic application, undoubtedly account in a great measure for the success that has crowned his efforts; but what other potent forces he has enlisted in his services remains undetermined.

Mr. Cooper is tall, dark and slender, at first glance he seems bold and distant. It is only assumed however, for a more good-natured, warm-hearted person does not exist. The forbidding air that envelops him at first touch, is only a trick which he employs with great success and much tact, for he puts a good solicitor on his mettle from the start, and after having made him work to get his attention and

excite his interest, he thaws out and unbends gradually, passing from indifference through varying phases of mild curiosity, active interest and finally enthusiastic appreciation, but always keeping his man putting in his best lies and eventually sending him away a warm supporter of the exposition, bent upon working for it whenever opportunity affords. Then too, he writes a wonderful letter, one that commands attention and secures consideration, as witness his work among

other in the effort to obtain the privilege of competing for the contract, and cutting each other's prices. He played one against the other with adroitness for several weeks, eventually placing his order at a figure which, heretofore, has been absolutely unheard of. But even then not a cent was left for distribution and bill posting. At this point he turned his attention to the railroads, and by allowing (?) them to use the exposition poster for excursion billing, he got his paper on the boards without cost, saddled them with the expense of distributing it, (it went by express deadhead) and earned their gratitude by not making any charge to them, for the stands themselves.

Truly the exposition has been advertised thoroughly, internationally advertised. No more fitting tribute can be paid Mr. Cooper than to say, that he has done his work systematically, thoroughly and completely.

The Value of Advertising. There are men in every town who do not advertise. You may not know them. Very few do. They call themselves business men, but they are not. Everybody who is in business is not a business man by any means. You find the man who does not advertise in the dark side streets, with dingy surroundings and a general air of diapiadation hanging about him. He is not really in business. He is only hanging to the ragged edge of the business world. Retail merchant frequently get the idea into their heads, that because they sell things that the public must have, and sell on a low margin, advertising would not help them any. There never was a more erroneous notion. Judicious advertising will increase any legitimate business, and the grocer, the dry goods merchant, anyone who has anything to sell, and does not use his local paper and in other ways keep himself before the public, is neglecting one of the most powerful aids he can find in his efforts to attain success.—Press and Printer.



George W. Jackson.

The subject of this sketch was born about fifty years ago in Wilmington, Del.; is the city bill poster and distributor; his father started the business in 1833. George, at the early age of ten years, posted his first bill, and has kept continually at it with the exception of one season when he was with the Nixon Cremorne Circus early in the '60's," and his service with Uncle Sam during the late war. He comes of revolutionary stock. He has in the last twenty years hunted and restored to their parents and guardians over 1,500 stray children, free of charge. He is generally known all over Wilmington and throughout the State as a man of good heart. In his habits he is temperate; in business prompt and reliable; to be brief, he is a patriot, philanthropist and humanitarian. H. M. A.

and patriotic pride, and small change out of rare courtesy and affability, he kept up the never-ceasing campaign. Dry figures and bare facts were transformed by his deft touch into bright and readable paragraphs. Bald trifles became spicy articles, and the mere happenings, passing through his hands, emerged in the shape of valuable news, to which columns were devoted. It was on the billboards however, that he fairly surpassed himself, and the work

accomplished stamps him a genius of the first water. Two hundred and fifteen thousand sheets of paper was the amount required, and the funds at his command were insufficient to pay for the printing alone. Nothing daunted, he went at it, determined to get on the boards, and in less than a week from the time he took the matter up, he had all the more important lithographic establishments fairly falling over one an-

other in the effort to obtain the privilege of competing for the contract, and cutting each other's prices. He played one against the other with adroitness for several weeks, eventually placing his order at a figure which, heretofore, has been absolutely unheard of. But even then not a cent was left for distribution and bill posting. At this point he turned his attention to the railroads, and by allowing (?) them to use the exposition poster for excursion billing, he got his paper on the boards without cost, saddled them with the expense of distributing it, (it went by express deadhead) and earned their gratitude by not making any charge to them, for the stands themselves.

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## THE BILLBOARD ADVERTISING.

If an experience of over 28 States, managing billboard work, is worth anything, I would suggest some very radical changes in the present system.

While there is little doubt that the billboard is one of the most effective modes of advertising we have, the fact must not be lost sight of that it is only auxiliary. It is just as useless to exploit the virtues of a ware upon the theater boards and dead-walls of cities without house-to-house circularizing as it would be to sell a complex machine to a novice without directions for using the same. He might learn, but, nine to ten, he would misappropriate every screw and nut in the experiment. Billboard advertising—or, as it might be more aptly put, billposting—has grown into such wide proportions in America that we grow reckless with our manner of doing it, and are inclined to be injudicious in it. The fact is, lithographic bills—except in cases of opera troupes and shows generally—are not only no longer an attraction to the moneyed and interested portion of citizenship, for an idea has become prevalent almost that it is a sign of "mustiness"—shows the rustic in one—to hesitate long enough to gaze at a billboard. Unlike the newspaper ad, in this respect, the bill should contain as little reading matter, as is consistent with good sense, going at the observer in a straightforward manner, and, if illustrated at all, illustrated in such a way as to hold the eye of the most casual reader, until he gets something worth remembering, and carries it away with him, and purchases the goods, if it be in line of his needs.

Get up something original. If illustrated, let it be black and white only, and the work of some first-class artist, and let it impress the beholder with the originality of the design, and a much greater effect will be the result.

Of course, for country advertising, a little display of pictures may be more readily observed than in the large, busy, hustling city—but never, if possible, fall into the age-worn idea that the people who use medicine, or buy gums, or wear fine collars, are like children—ready to be attracted by any glaring picture, posted regardless of its aptitude to the wares advertised. Get up large black and white letters—come at the observer with a plain statement of what you have; convince him by your brevity, and attract him by some originality, and no matter how many hundreds of flaring head-lines of "50 Reward," or "Another Wreck," may be posted near your bills, yours will have that steady, consistent, yet powerful, influence that characterizes a good thing which everybody knows is good, and which is so because it has good backing. The catarrh may be heard miles away, but it is only the slow, bending, smooth river that will bear the burden of commerce upon its bosom.

ARTHUR T. ABERNETHY.  
In Printers Ink

## BOLD ADVERTISING.

There is no use advertising in a half-hearted way. Somebody, we don't remember just who, said: "He who asks timidly courts denial." This is as true in advertising as in anything else. One of the best things an advertisement can do is to convince readers that the advertiser is in dead earnest about his business, that he means what he says and expects to be believed.

A manufacturer or dealer ought to believe in his own goods. He ought to be in love with his business. If he states his belief clearly, forcibly, earnestly, in his advertisements, it will kindle belief in others and he will gain trade. One of the best advertisements I ever saw, says and ext, was that of an electrolyper. It was quite a good sized advertisement, and the biggest line in it was this: "I want your work." It was a direct appeal to everyone who saw the advertisement.

There was no mistaking what that advertisement was for. The man was after business, and he didn't care who knew it. He went on to say why he ought to have the work he wanted. Of course businesses differ, but all businesses are more or less alike, and all advertising has one object. It is meant to sell goods. There is no use trying to disguise that, and it is no use trying to make people believe that you are in the business for any other reason than a desire to make money.—The Western Stationer.

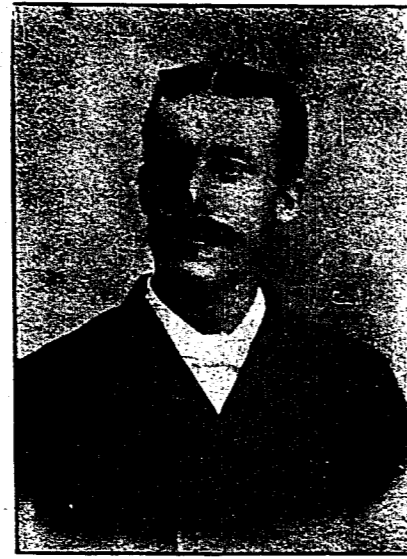
## Advertising vs. Notoriety.

Do advertisers, or at least advertising placers, discriminate as they should between advertising and notoriety? Advertising usually produces a sort of notoriety, but, if it be of the right kind, also produces positive returns in increased sales and profits. Notoriety brings an individual or a firm into notice, but may not add to the income or to the business. The craze for circulation and dipet returns is largely the result of an ordinate desire for notoriety. The custom of measuring the value of an advertising medium by the claimed circulation or the number of postal card answers to an advertisement is altogether too common. In fact, the reputations of some of our leading publications depends chiefly upon extravagant claims of circulation and a carefully trained constituency, who send postal cards for samples, catalogues or anything else offered for little or nothing. Notoriety is easily obtained. Any sort of a bright, catchy advertisement in a popular medium will flood an advertiser with applications for samples or catalogues and estimates of the cost of the advertisement in rival publications. Unfortunately the actual advertising, the net business results, are usually in inverse proportion to the answers received. Of course there are articles of universal use which can be sold through indiscriminate advertising, and the successful advertisement of these articles in papers of general circulation often mislead advertisers of articles, the use of which is limited to certain classes. For example, Sapollo is used everywhere, in the city as well as in the country, while ice-cream freezers are as a rule only used in suburban districts and country villages. Typewriters and lawn-mowers are used by distinct and widely different classes, and yet we often see them advertised on adjoining pages in our magazines.

If then, an advertiser or an advertising placers, seeks notoriety because he has an article of general utility, or to gratify his vanity, he should patronize papers or magazines having a general circulation, but if he is advertising an article of limited use, he is very foolish if he follows the leadership of so-called "experienced" and "successful" advertisers. In these days of trade and class publications he can easily select a paper which goes directly to the people he desires to interest in his products. Other things being equal, a paper which is taken chiefly by the owners of homes should be, the most valuable medium. Of these there is a class of papers which are not appreciated or patronized by the advertisers of household or domestic articles as they should be. I refer to such papers as the *Rural New Yorker*, *Country Gentleman*, *Garden and Forest*, *American Gardening* and similar publications. This class of agricultural and horticultural publications are taken almost exclusively by the owners of farms, suburban estates or country homes, who spend, say \$200 per year for utensils and articles for the home and family. As a rule they usually do their own purchasing, and are easily influenced by advertisements. The readers of the average city newspaper and a large proportion of the higher trashy, illustrated papers purchase very few articles for household use or ornamentation. Their money goes for clothing, bicycles, theatres, liquors, cigars, and to the hotel or boarding house. They know little, and care less, about wall paper, arrometers or Ashton's salt. An analysis of almost any paper of general circulation will show at once either that advertisers are woefully misled by agents, or do not discriminate with wisdom. I am more and more inclined to think that judicious and profitable advertising consists in making a plain statement directly to possible customers. I should find out what papers were read by my customers, and the relative influence they exerted upon them; I would then make my selections regardless of "claimed" circulation or rates per thousand, and say to these readers just what I would say to them over the counter or in my salesroom. This is advertising business; all else is a combination of eccentricity and an inordinate desire for notoriety.

J. H. GRIFFITH,  
Profitable Advertising

PATRONIZE THE MAN WHO ADVERTISES. You do not visit your neighbors unless asked to, and do not attend a party or wedding without an invitation; then why should you intrude on the privacy of a storekeeper without an invitation? Buy of the live business man, who not only invites you to come to see him every day, but educates and keeps you posted on what is popular in his line of goods.—The Western Stationer.



ROBERT L. ANDERSON.

In compliance with the editor's request Mr. Anderson furnishes us with the following sketch:

In giving to your readers a brief description of my life and connection with the bill posting business, of which I am now president and manager, it must necessarily be very brief, and many of the varied and amusing experiences, known, I presume, to all bill posters, be omitted. I was born in Liverpool, England, September 15, 1860, where I remained until I was 21 years of age, associated with my father and four brothers in the show card and printing business. In the year 1879 I was converted a Mormon and emigrated to America in 1882, and settled in Salt Lake City. There I found a new country and an entirely different field of labor. There were no show cards used, and as my capital was very limited, I resorted to manual labor, and worked upon the railroad. Later I procured employment in a sign and paint shop. From New York City my father came out West, when we decided to engage together at sign writing. We continued to work together for some time when two more of my younger brothers came out to Utah. These boys, especially Scott Wm. (who is now secretary and treasurer of our business), was a better sign writer than I, continued with my father, and it was suggested by one of our local newspaper men that we try the bill posting business. To this I consented, a license was procured and a shingle hung out "city bill poster." The amusement houses at this time owned all the boards and locations, and could employ whom they pleased to post their paper. My first experience in posting was displaying one sheet poster for tobacco. Our newspaper friend sent the tobacco agent to us in reference to putting out his work. When he asked our price we did not know what to tell him, being ignorant of the craft in any way. I told him that we wished to be in accord with other states, and asked him the price paid in other towns, to which he told us 3c. per sheet for thirty days. "If he had said 1c. it would have gone out just the same." Anyway, I sauntered forth with my roll of paper in one hand and my brush and bucket of paste in the other, onto the highways, seeking or stealing a "daub," in mortal fear of arrest. It soon became noised about that there was a new man in the field. A few weeks later I was appointed theatre bill poster, and my first stand to cover was with the "Lights 'o London," a 32-sheet lithograph of the "Union Square" Company, and it took me about two hours to cover this board, and I used a ladder to all but the bottom sheets. We have met with very fierce opposition, but during our career thus far have never been convicted of any unruly or unlawful act. Believing in Brigham Young's policy "that it is cheaper to feed the Indians than to fight them," we sought the opportunity to buy our opponents out, and thereby settled the difficulty that was ruining our business.

Slowly and surely we wrested from the theatres all of the bill boards and locations, and on the 18th day of April, 1891, we incorporated our business with \$2,000 capital, fully paid up. Following the march of progress, we united ourselves with the "Associated Bill Posters' Association in April, 1893, and we hope to work in conjunction with that body to elevate and improve the moral and financial standing of the bill posting business.

ROBERT L. ANDERSON,  
Manager Western Bill Posting Co.  
SALT LAKE CITY, UTAH.

## Road-Side Advertising.

The man from the city spending his vacation in the country is surprised to see the large number of signs painted on fence-rails, rocks sides of barns and fastened to trees, informing passers-by where to go for dry goods, clothing, furniture, stoves, seeds, etc. The similarity in this kind of advertising is noticeable, all the signs containing about the same matter, without regard to the business represented. Occasionally one firm, more enterprising than others, will erect guide boards at the cross-roads, but it is seldom that anything else out of the ordinary is seen.

This road-side advertising has its value. It is to the country people what street car advertising is to those in the city, and the signs should be made just as attractive as the street car cards of nowadays are, but, of course, on a scale to suit the different conditions.

The country merchant should place his sign-boards at frequent intervals, and they should be of a uniform shape and size. Then he should have printed a series of cards of a size to fit the board. These cards can be so attractively gotten up that the attention of travelers along the highway will be drawn to them.

Some of the cards might be illustrated and contain only a few words of matter, while others should be without pictures, but with a few catch-words in very large type. It must be remembered that these cards will be at least ten feet away from the readers, and no type too small to be easily distinguished from that distance should be used.

The cards should be put up so that a person traveling to town may see the whole series. Changes should be made as often as once a week, where number six has been number eight may do some good, and so with all the others.

A trial of plan similar to this is recommended to merchants who seek the country trade. Of course it will not take the place of newspaper advertising, but can be used in addition to and in connection with it.

J. FRED WRIGHT,  
Printers' Ink.

## JAMES A. CURRAN.

Our first page this month contains a very good picture of James A. Curran, President of The Curran Bill Posting & Distributing Company, of Denver, Pueblo and Colorado Springs, and also Treasurer of the Associated Bill Posters' Association of the United States and Canada.

He was born in New York City, July 31, 1855, and came West with his parents to Kansas City in 1869, where he worked for Mel Hudson, who was, and is still, manager of the Coates Opera House, and city bill poster. From there he went to Fort Scott, Kansas, and had the bill boards in that city in the years '74 and '75. He sold out and went traveling through the South, getting up different advertising schemes for the hotels. During the season of '78 he located in Hot Springs, Ark., and owned the bill boards there. He returned to Kansas City from there, and went to Leadville in the year 1880, when the Leadville boom and excitement was on. He started the bill posting business in that silver camp, which was the highest priced city for bill posting at that time. The prices he got for theatre work was at the rate of 6 cents per sheet; lithographing, 5 cents a sheet; posting or hanging half-sheets, 3 cents each. These were good old days, and you could spend nothing less than 25 cents, and all companies played week stands.

The first circus contract he made was with Louis E. Cooke, who was general agent for W. W. Cole's New York and New Orleans Circus, then on their way to Australia. Mr. Cooke paid at that time at the rate of 50 cents per foot for bill boards in that city. They could well afford it, as the admission price was \$1.50 and \$2.00. The next year he contracted with Mr. Cooke on his return from Australia, and also broke in one or two new mining camps.

In 1883 he located in Denver, bought out two opposition firms, and organized what is now known as The Curran Bill Posting & Distributing Company, Denver, Pueblo and Colorado Springs, whose business compares very favorably with any other bill posting plant in the United States in regard to service, locations, and systematic manner of running the business, as each line of business is managed separately by a department manager.

Mr. Curran has also been elected President of the Rocky Mountain Bill Posters' Association.

## Bill Posters' Notes.

The Southern Bill Posting Association, embracing the states of Louisiana, Mississippi and Alabama, is in process of organization.

Spaulding & Gordon, of Boise City, Idaho, are the only members of the Associated Bill Posters' Association at that point. They are much exercised over the fact that the Capital City Bill Posting Co. of the same place, advertise that they control all boards and available places for posting in the city of Boise. Messrs. Spaulding & Gordon deny this assertion vigorously.

L. D. Hoffer, of Meridian, Miss., is one of the progressive bill posters of the South.

Mr. Joe Brown owns the boards at Jackson, Miss.

The largest permanent bill board in the world, that owned by Durkee & Callahan, of Pittsfield, Mass., is at present entirely covered by Pringley's Chewing Gum paper.

Business is very good in Montana. The boards look bright with new paper. Renewed activity in the mining districts is improving business all over the state.

Mr. Geo. H. Leonard is one of the bill posters who knows how to work up local patronage. Read his letter in another column.

The John Chapman Co., Cincinnati, are always on the lookout for new locations, and notwithstanding the fact that they already have one of the largest lists in the country, they are continually adding to it. The advertisers who send their work to them are always sure of a good showing.

What might be styled the New York City Association has been instituted in the Metropolis. It consists of Van Bueren & Co., Harry Munson and Messrs. Reagan & Clark. They have a constitution and by-laws, or rather to be more exact, a contract and agreement governing certain rules which they are all doing business under. They have meetings each week where all differences and disputes are adjusted and settled, and a set of fines ranging from \$50 to \$300, for violations of any of the rules are imposed. Each concern has several thousand dollars in the forfeit fund, which is deposited in a prominent Trust Company. So far the new deal works to perfection and it is the opinion of the parties interested that they have succeeded in doing away with all billboard fights in New York in the future.

Brains, published weekly from the Downing Building, in New York, is a unique and valuable paper for advertising solicitors. Bill posters too can read it with profit.

W. C. Tirrill, of Lima, Ohio, wants to sell his business. Here is a chance for some live man.

M. J. Dooley of Atlanta, Ga., is taking care of an enormous amount of work at present, on account of the Cotton States Exposition in that city. Every advertiser is satisfied with his showing.

Lexington, Ky. Sept. 26, 1895.

EDITOR BILLBOARD ADVERTISING,

DEAR SIR—I suppose the many bill posters who read your valuable paper will not object to hearing from the boards in Lexington, the Hub of the Blue Grass country. I would be feeling blue about not getting the first prize for my ad. were it not for the fact that business is so good. Before I advertised in BILLBOARD ADVERTISING, my boards were often ragged and I had to have our own paper posted to keep them looking respectable, the Opera House and one or two commercial advertisers were about the only customers we had, but as soon as our ad. appeared in your paper work commenced to come in, and has not ceased coming yet. We now have on the boards, Star Tobacco, (renew every month), Pringley's Gum, with all we can put out judiciously for another thirty days show, Pabst Tonic, Coca Cola, Warner's Safe Cure, Tansill's Punch, Peruna, Aunt Jemima's Pancake Flour, etc. Local paper for Kentucky's great trots, and more merchants than ever advertised before.

The 100 copies of BILLBOARD ADVERTISING I subscribed for have brought us more business already than I ever expected, although but two numbers have been received as yet, we have received orders from three merchants who have never tried bill posting, and I know that the order came through their reading the paper. One order was from a florist; we gave him a \$50 contract as follows: painted and posted six stands 4x7, engraved, printed and posted 300 one sheets, all 30 days showing, distributed 3000 addressed folders, all for \$50. This is a cheap contract, but a good starter for a local man. A dry goods firm gave us an order for a one sheet engraved, printed, posted, 300 for \$25, thirty days show. We cut them out of a pine block and have them printed, so that the customer has only to give his order for bill posting and you do the rest.

Boys this is a good scheme; try it. Every bill poster can afford to send 50 or a 100 copies of BILLBOARD ADVERTISING to the business men of their towns. We have only used them two months, and can trace over one hundred dollars worth of business as a direct result of their reading the paper. Have had several more talks with others it interested, which will result in more work.

We had to increase the number of our billboards, ("holdings," as Gude would say, or "hoardings," as Brother Donnelly of "Bosting," says) and will have to build more unless this thing stops.

Mr. Bert Moses, expert ad writer, of the city across the bridge from Gotham, takes me to task for being flip, and using slang, but gives me credit for having the best bill posters ad in the paper. Mr. Moses probably knows how to write ads generally but he ought to know that my ad was not altogether for catching business, but it was bill posters votes I was after as well. If I had received first prize, the space for twelve months, I would have had time to look out for business, but as it is I got more business than I ever expected to have in Lexington.

Wishing BILLBOARD ADVERTISING and the boys that read it unbounded success, I am,

Yours fraternally,

LOUIS H. RAMSEY.

## ROCKY MOUNTAIN BILL POSTERS' ASSOCIATION.

The Rocky Mountain Bill Posters' Association was organized at the Windsor Hotel, Denver, Colorado, on August 27, 1895, at 2:15 P. M., where they held their first annual convention. The following bill posters were present or represented by proxy:

COLORADO.—A. H. Searles, Colorado Springs; John Coleman, Leadville; Jos. A. Quinn, Victor; Jas. A. Curran, Denver; H. L. Rice, Durango; Merkel Bill Posting Co., Cripple Creek; W. S. Cowles, Glenwood Springs; Jesse Mitchell, Pueblo; John B. Ledou, Aspen; Edw. A. Haskell, Grand Junction; E. W. Paine, Buena Vista; Jos. Campbell, Boulder; Chris Taylor, Trinidad.

WYOMING.—Er Friend, Cheyenne; Wm. Marquardt, Laramie; A. Schumaker, Evanston.

NEW MEXICO.—Hudson Bill Posting Company, Albuquerque; C. Tamme, East Las Vegas.

Mr. James A. Curran was elected temporary chairman; Mr. Chris Taylor was elected temporary secretary.

The Committee on By-Laws and Organization reported. The By-Laws and Constitution were read, and adopted as read.

Motion was made and seconded not to allow outsiders the privilege of tacking, posting, or distributing in any of our towns under our license. Carried.

General remarks made on business by several of the members present, that we would stick by the Constitution and By-Laws of the Associated Bill Posters Association of the United States and Canada.

The subject of prices was thoroughly discussed and all members voted unanimously to maintain the prices that were made at the last National Convention, at Detroit, Mich.

The following officers were elected for the ensuing year: President, James A. Curran; Vice-president, John Coleman, Leadville; Secretary, Chris Taylor; Treasurer, A. H. Searles.

The Association starts out with good membership, good feeling, and the prospect of improving each year. After other general remarks were made by the several members, we adjourned till our next regular meeting.

Tuesday Evening, through the courtesy of the Tabor Grand Opera House and Mr. Fred E. Wright, Manager of Hoyt's "A Black Sheep," we enjoyed the show. Invitations were also extended to the different members by the manager of Elitch's Garden, Manhattan Beach and the Orpheum Theatre, all of which were accepted, and a vote of thanks tendered to them all, with our warmest and best wishes.

O. P. Fairchild, of Covington, Ky. has just completed some elegant new boards in prominent locations. He has also issued a very attractive list in the shape of an 8-page booklet.

## OHIO BILL POSTERS' ASSOCIATION

A special called meeting of the Ohio Bill Posters' Association was held at the Upton Hotel yesterday, with representatives present from Cincinnati, Cleveland, Toledo, Findlay, Springfield, Youngstown, and many other places. The object of the meeting was to adopt the scale of the national convention, held in Detroit, in July, and to classify the cities and smaller towns of the state in order to regulate the membership fee so that posters from the smaller towns can join the association. It was also decided to make Columbus the regular meeting place of the Association, on account of its central location. The second Tuesday of May in each year was designated as the time of the regular meeting. Four new members were taken in, as follows: P. H. Murphy, Barnesville; S. E. Ribbreitz, Galion; John Kuhn, Hamilton; S. W. Scott, New Philadelphia.

The following members were present or represented: Bryan & Co., Cleveland; The John Chapman Co., Cincinnati; Miller Brothers, Columbus; George W. Bills, Toledo; Wolf Brothers, Dayton; City Bill Posting Company, Akron; Canton Bill Posting Company, Canton; S. C. Rook & Son, Youngstown; H. H. Tyner, Springfield; Charles J. Vogal, Steubenville; Charles P. Rodgers, Sydney; S. W. Scott, New Philadelphia; Philip P. Oliver, Findlay; Mrs. John McQuigg, Ironton; Mrs. W. D. Farr, Zanesville; H. B. Smith, Washington C. H.; W. C. Tirrill, Lima; W. R. Sargeant, Marion; J. J. Geeseman, Fremont; R. W. Elliott, Warren; Charles H. Eddy, Painesville; J. M. Harkness, Norwalk; W. W. Bruce, Elyria; L. W. Ely, Wellington; Fitton Bill Posting Company, Belaire; W. S. Pruden, Geneva; W. J. Carney, Crestline; B. A. Brewster, Kent; L. W. Smith & Son, Ashtabula; Frank P. Hagans, Coshocton; W. H. Devlin, Delphos; Charles E. Hammond, Cambridge; C. O. Taylor & Co., Urbana; Hixson Bros., Piqua; William W. Bridge, East Liverpool; S. Culbertson, Wellsville; John Kuhn, Hamilton; W. A. Brown & Co., Keenton.

The association is organized for the protection and improvement of bill posting, and they cover a territory with a combined population of nearly a million and a half of people. The officers of the association are: H. H. Tyner, President, Springfield; W. C. Tirrill, Vice-president, Lima; Charles F. Bryan, Secretary, Cleveland; Philip B. Oliver, Treasurer, Findlay.

The Chicago bill posters' war is over. Everything has been settled amicably. The American Bill Posting and Advertising Co. is taking care of some large contracts and ready for more.

Bill posters should send to Hennegan & Co. for some of the three sheets which they advertise in this issue. They will help business and improve your boards.

## ELDER, JENKS & RABORG

**'Excelsior'**

**Circus Paste**  
—AND—  
**BILL POSTERS' BRUSHES**

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.

Will not come apart. Used and recommended by Barnum Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch.  
Price \$30.00 per doz.  
\$3.25 Each.

Extra Extra for Circuses \$40.00 per Doz. \$4.00 Each.

Sent C. O. D. to all parts of the Country

**ELDER, JENKS & RABORG**  
Brush Manufacturers

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

FUN ON THE BOARDS.

During my early experiences as an advertiser, on the road it was nothing unusual to find a bill poster who could neither read nor write, and some of the illiterate ones were pretty keen fellows too, and done business in quite important towns. They shrewdly concealed their ignorance, and having once seen a streamer or three sheets, properly arranged, could "follow copy," as well as an expert compositor. But I never found one so dense that he could not compute to a cent just the amount due him for his services.

In 1868 when I was ahead of the Arlington Minstrels, I came across a bill poster at Canandaigua, N. Y., suffering from a bad spell. Camilla Urso was to fiddle with a band of singists in concert at that town, and the Hebrew manager had economically expressed the printing ahead, saving the expense of an advance man. The display consisted of a small stand and a streamer, "Camilla Urso."

The bill sticker was stuck, and called a friend to his assistance in properly arranging the bill. The friend thought that Urso, as laid out by the printer was a mistake as it "spelt nothing," that Urso was a name never occurred to him, but he did discover that the letters spell S-O-U-R, and up went the streamers all over town, Camilla Sour.

How the Hebrew manager did howl when he came to town. As for the star of the evening, she was mad enough to smash her violin.

Anyone who has travelled in advance of the circus, will appreciate the following: Once upon a time the Adam Forepaugh Shows was touring the country, displaying on the boards a great poster illustrating "Adam Forepaugh's Foreign Agents Searching For Features." Of course Adam's agents were pictured mounted on camels, treating with the natives for beasts and beastesses.

The contractor that season had done himself proud in hunting up cheap hasheries for the bill board boys to feed at and by a little manipulation of the letters from foot streamers, they made the line on the big poster read: "Adam Forepaugh's Agents Searching for Twenty-five Cent Meals," and thus it read when the show came to town.

Charles Bigelow, president of the Kickapoo Indian Medicine Company, at New Haven, Conn., has a jocos friend who is always in good humor, although engaged in the manufacture of tomb stones. Marble Yard, let us call him, is forever inquiring of his friend Bigelow as to the curative qualities of Lagera, and the medicine man retorts that it is keeping the cemetery decorator out of many a job. "Say Mr Kickapoo" said the good natured Marble Yard, "I see you are putting up painted signs around the city and country. You are welcome to put one on the fence at my place." "Thanks!" returned the great chief of the Kickapoo, "I'll have one up there next week," and he was as good as his word, to the amazement of the man who keeps the place. In bold letters it read:

—USE—  
KICKAPOO INDIAN LAGERA  
FOR THE BLOOD.  
AND YOU WILL NEED NO TOMBSTONE.  
CHAS. H. DAY.

NOVELTY IN HIS POSTERS.

A Physician Who Could Cure, but Not Spell. A quaint and decidedly original healer, who does business on one of the Puget Sound Islands, advertises on placards and posters as follows says an exchange:—"Legs and arms sawed off while you wait without pain."  
"Childbirth and tumors a specialty."  
"No odds asked in measles, whoopingcough, mumps diarrhea."  
"Bald heads, bunions, corns, warts, cancer and ingrowing toes nates treated scientifically."  
"Colec, cramps, constiveness and worms nailed on site."  
"Wring worms, shingles and cross eye cured in one treatment or no pay."  
"P. S.—Terms: Cash invariably in advance. No cure, no pay."  
"N. B.—(Take notice.) No coroner never yet sot on the remains of my customers, an eny one having me doant haf to be laying up money to by a grav stoan. Cum t, cum awl!"

The writer adds that this man does a good business, although you would not expect it, and his patients say that he cures disease thoroughly and quickly.—Telegram, New York.

LOCAL PATRONAGE.

Denver, Colo., August 24, 1895.  
BILLBOARD ADVERTISING.

DEAR SIR:—With this mail we send you a photograph of two commercial stands that we got up for our local merchants here, one advertising the White Diamond Soap, and the other Leslie shoe store. Leslie's shoe stand is an eight-sheet stand, and the White Diamond Soap stand is a thirty-four sheet stand. Now, I think, that if the bill posters would try to work the local merchants and make their town self-supporting, that their books would balance on the right side at the end of the year. The local bill posters should see their merchants and business men at least once a week, and draw up different designs and get samples of commercial paper from the different printing houses, and explain to them the virtue and the value of billboard advertising, and by so doing, he would not only be doing himself a good and a benefit, but also be helping his fellow townsmen. There are a great many local merchants in the smaller cities that would spend money in billboard advertising and distributing if the subject was properly brought before them, and explain the advantages and the large number of actual readers they can reach for a little money. And after a bill poster gets his local merchants to advertising, the first bills he puts up, find out where that merchant lives and bill thoroughly all the way from his house to the store, and then do the rest of the city afterward.



Commercial Stands Posted by The Curran Bill Posting Co., Denver.

By this fact, when the merchant gets out the advertising for the posting he will look for his bills, and if he sees them the first thing, he is perfectly satisfied, as we all like to see our name in print whether it is a newspaper, a poster or a circular. The photograph we send you by this mail you can have engraved, if you wish, and publish it as sample of Denver bill posting. The signs on top of the boards help to pay the billboard rent. These signs any average man can get up and get a rental of from \$2 to \$2 per month for each sign. They set a billboard off, and make it a thoroughly advertising medium, without any fake or scheme being connected with it.

Hopeing that the foregoing may do you some good.  
Yours, etc., JAMES A. CURRAN.

HIS DAD WAS NOT IN IT.

Mr. Alex. Harrison, the manager of the Indianapolis Bill Posting Co., took his son Will to be Bill Posters' Convention, at Detroit, Mich. Will distributed a patent pencil which was especially adapted for the use of bill posters and newspaper reporters. Of course, Will was much sought after, and during the meeting he was given four notices in the papers, while his father got but one, and that was in the regular proceedings, and then it was not spelled correctly. Will said, "Dad, when it comes to attending a Bill Posters' Convention, you are slow," and he says, should he ever attend another Bill Posters' Convention, he's going to make a grand stand play.

V. writes: "I sell about \$70,000 worth of ready-made clothing yearly, and spend \$3,000 in advertising, viz, bill posting and circulars, confining the work to the immediate locality of my store. This district is gone over once a week every week in the year. It has paid handsomely. I want a larger audience, and am now trying to decide whether it would be better to increase the present force or spend the additional appropriation in the newspapers to the extent of \$2,500. I am a firm believer in concentration. It is my opinion that this money had better be spent in an evening paper rather than in a morning paper. Do you think I am spending too much for my business? What do you advise?" Answer: You have a central location, and you have proved that \$3,000 expended in circulars and bill posters pay you handsomely. If \$3,000 expended in this way pays you as well as you say it does, it is fair to assume that \$4,000 would pay proportionately as well. I would suggest that you spend \$1,000 more in the same way you are now working. I believe it would pay you to put out \$1,500 or \$2,500 in the local papers. I think the morning papers will pay you about as well as the evening papers. I would advise placing three-fifths of the extra appropriations in the evening papers and two-fifths in the morning papers, selecting those papers that are read by the class of people who can be made to trade at your store. No matter what the political flavor of the paper may be, or whether you like or dislike it, the paper that will pay you the best is the paper that reaches the most people.—Nath'l C. Fowler in Brains.

DENVER NOTES.

We think it would be a good idea for the bill posters in the different cities to carry samples of commercial paper, such as 1-sheets, 2-sheets, 3-sheets or stands, so they can drum up their local merchants to do bill board advertising. Now I don't think it hardly fair for the bill poster to ask the job printer to send them samples for nothing. Order what samples you want, and then when you send in an order for printing to the job printer, he will deduct the price of any samples he may have sent you.

The Barnum & Bailey Circus will be in Denver Oct. 1st and 2d. Pueblo 3d, Colorado Springs 4th, Trinidad the 5th, and then into Texas.

The Broadway Theatre, Tabor Grand Opera House and Lyceum Theatre opened their season wéez September 23d.

Sam Harrison, one of the most popular agents on the road, is in Denver in the interest of his show, entitled "Too Much Johnson."

The agent that was distributing and tacking signs for Hire's Root Beer, was arrested in Denver for distributing without a license, and paid a fine and costs in the Police Court. Also J. Maguire, advertising agent of Yeast Foam, Chicago, Ill., was arrested for sampling and distributing without a license in Denver. He, too, paid a fine in the Police Court.

J. S. Knight, representative of Beeman's Pep-sin Gum, paid us a visit during the month of August. He was at the convention of the retail druggists. Also Mr. Hoyle, representative of Primley's Gum, of Chicago, was in the city and took a ride, looking over his advertising, with Mr. A. H. Searles, our secretary. They both went out on a tandem that we have for the occasion to take new agents riding.

A. J. Kendrick, publisher of the Ft. Smith Art News-Record, was convicted July 2d in the United States District Court, at Ft. Smith, of using the mails to perpetrate a fraud on the Price Baking Powder Co. The latter had paid for the publication of a full-page advertisement in the News-Record of October 18, 1884, and the evidence showed that the advertisement had been printed in but five copies of the edition. E. H. Brown, advertising manager of the Price Baking Powder Co., appeared as the chief witness for the government. The conviction of Kendrick is of especial interest to newspaper men and advertisers in this surprising question which it raises: If a publisher can be punished by the government for using the mails for collecting on an advertisement that appeared in but five copies instead of the entire edition of a paper, couldn't he be punished for using them for collecting on an advertisement that appeared in an edition of 5,000 copies when he had represented it would have 10,000? Should Uncle Sam decide to act in keeping with the Ft. Smith case it would probably serve as a warning to other dishonest publishers.

EMBARRASSING.

JAY GREEN—The next time I take a trip on the cars I'm goin' to know beforehand the lengths of all the tunnels on the line.  
MRS. GREEN (his mother) Why, Jay?  
JAY—'B'cuz it is kinder embarrassin' to a feller to start to change his shirt in a tunnel, and have the blamed train bulge right out into daylight, when he has got the job only about half done.—Judge.

Albany City Bill Posting Co.,  
J. Ballard Carroll, Manager.  
35 Beaver Street, ALBANY, N. Y.

THE INTER-STATE

Bill Posters' Protective Association  
Convention at Springfield, Ill.

The Illinois State Bill Posters' Protective Association exists no longer, but in its stead looms up like a giant to its predecessor, the new organization, styled The Inter-State Bill Posters' Protective Association. So great was the demand to get into the Illinois State Association from outside members, that they were compelled to change their name.

The convention, which was held at Springfield, Ill., was the largest of any similar convention ever held in that state. Over fifty members responded to the call, besides representatives of various large advertisers.

Business of great importance for the welfare of the craft was transacted. The following schedule of prices was adopted:

STAND WORK.  
Cities from 1000 to 5000, 3c. per sheet.  
" 5000 to 10000, 4c. "  
" 10000 to 20000, 5c. "  
" 20000 to 40000, 6c. "  
" 40000 to 60000, 8c. "  
" 60000 to 150000, 9c. "  
" 150000 and up, 12c. "

Protected and renewed showing for thirty days. One sheets, 3c. per sheet, fifteen days.

The following officers were elected:  
P. F. Schaefer, President, Chicago, Ills.  
P. G. Stout, 1st Vice-Pres't, St. Louis.  
W. J. Horn, 2d Vice-Pres't, Springfield.  
P. B. Haber, 3d Vice Pres't, Fondulac, Wis.  
Chas. C. Maxwell, Treas., Lincoln, Ill.  
Clarence C. Runey, Sec'y, Waukegan, Ill.

C. Houghtaling and The O J Gude Co., New York, P. G. Stout, St. Louis, J. D. Elmore & Co. and P. F. Schaefer, Chicago, Solicitors.

Maxwell & Maxwell, Attorneys, Lincoln, Ill.

Chas. B. Kittridge, and C. E. Runey, Waukegan, Ill., Inspectors.

The following are the directors:  
P. G. Stout, St. Louis; A. D. Goodman, Waseka, Minn; D. Spencer, Janesville, Wis; Geo. Hebert, Menominee, Mich.; A. H. Carnegie, Portage, Wis.; C. H. Griebel, Jr., Mankato, Minn; L. E. Tiemann, Belleville, Ill; F. P. Meyers, Danville, Ill.; A. J. Turner, Carlinville, Ill.; C. E. Perry, Bloomington, Ill; J. W. Savage, Alton, Ill; Lou Roley, Pana, Ill.

Among the many bill posters present, besides the above, were: C. Starks, Jacksonville; J. H. Savely, Clinton; Jas. Ryan, Mt. Rusk; S. F. Nye, Champaign; W. J. Odle, Havana; Frank McCasland, East St. Louis; Wm Crittenden, Centralia; H. P. Cowap, Danville; Dan F. Cline, Peoria; C. K. Thomason, Sullivan; J. J. Friedman, Murphysboro; D. Spencer, Janesville, Wis., and others.

Mr. Geo. M. Leonard, Vice-President of the Associated Bill Posters' Association, was present and much pleased with the convention.

The hustling secretary, Clarence E. Runey, has ordered 7,000 pamphlets, containing a directory of the members, by-laws and constitution.

The Association starts its career with good officers and hustling members.



P. F. SCHAEFER.

Few men are more popular than the genial president and general manager of the Chicago Bill Posting Co. Mr. Schaefer is active, energetic and progressive. The Inter-State Bill Posters' Protective Association, of which body he has just been elected president, can congratulate itself in securing him for that office. We venture to predict that he will work for the best interests of the entire association, unbiased, and without a selfish motive.

Mr. Schaefer is quite a politician, and has a large following in the Windy City.

NEW YORK NOTES.

The O. J. Gude Co. are sending out the eight-sheet posters of "Aunt Jemima's Pancake Flour" all over the country. It is a very effective and attractive bill, showing the trade-mark head of "Aunt Jemima." It ought to boom the Pancake Flour and bring a largely increased trade on this product.

The Franco-American Soup people are sending out, through one of the New York Solicitors, their elegant 24-sheet posters to various places on long time billing. This is one of the first houses to place bill-posting contracts on the same basis as their newspaper work, and the example is worthy of imitation by other advertisers, who will surely find that by continuous billings they get the greatest possible benefit from their paper. The Franco billing has been a most important one to bill posters on account of the attractiveness of the paper, and the long-time display which is given it has done more towards influencing other advertisers to take up bill posting than any other display that has recently been made. In fact, it is quoted on all sides as the "model show," and has materially helped to raise the tone of bill board advertising, besides demonstrating the superiority of the bill board over newspaper and magazine advertising.

"Germea" is putting out a very attractive 8-sheet containing their trade mark, the "Germea Girl," in New York and Philadelphia, with other points to follow. We understand that the orders have been made on long time contracts.

General Cushing is pushing this most palatable breakfast dish into popularity, and finds bill posting one of the most important aids to his work.

The Johann Hoff Malt Extract people have had a handsome 8-sheet stand printed, showing the giant Sandow raising a full grown horse, with the strength acquired through the use of Malt Extract.

Paper will be placed in a large number of cities by the O. J. Gude Co.

The poster is an unusually attractive one, and will be in many poster exhibits that will be held this fall.

The American Cereal Co. are again in line, and at various points are beginning their season's

work in posting for the benefit of their various brands, "Quaker Oats," "Quaker Buckwheat," "Pettijohn's Breakfast Food" and "Schumacher's Rolled Oats."

Mr. K. B. Newell, the New York advertising manager of the American Cereal Co., with the able co-operation of Mr. M. R. Mower, who takes care of the western end from the Chicago headquarters, has organized a very effective corps of assistants, who systematically check up all their bill posting at every point where paper is put out. This is a step in the right direction, and all the bill posters are glad to get "Quaker" paper because they realize that the good work that they do will, by their various inspectors, be brought to the attention of the man that pays the bill. Thus the bill poster gets credit for the good work that he does, and through this closer association knows better what the advertiser wants, and is consequently fully able to satisfy him.

Every advertiser should be encouraged in every possible way to arrange for an efficient checking of their showing at all points.

Edw. A. Stahlbrodt, New York representative and solicitor for the Associated Bill Posters' Association, reports that business is rushing. His many friends will be glad to learn of his success.

The Best Name.

Denver, Colo., Sept. 14, 1895.  
EDITOR BILLBOARD ADVERTISING:  
127 East East Eighth St., Cincinnati.

DEAR SIR:—In regard to creating or making a new name for the employer of bill posters, the following are the suggestions I would make from my own standpoint. My objections are as follows:

No. 1 "Afficheur." It would take a long time to get the public to understand and use the word, and doubtless this generation of bill posters would have passed away before it came to be a common term.

"Bill Board Advertiser" is fair, but not descriptive enough for the public to understand all of its branches. The same of "Placarder," as it flavors too much of tacking.

"Poster Hanger" is more descriptive of a show lithographer.

"Posting Advertiser." Good, still not descriptive enough in its meaning.

"Bill Posting Displayer" does not partake of novelty, but it designates the difference between the advertiser and employee, and cannot help being understood by the public, as bill posting is understood to mean something that men, women and children know.

For my part "Bill Posting Advertiser" might answer the purpose better. Or another suggestion which I think would be most appropriate is this, that each bill poster in the different cities call his business by a name, such as "The Queen City Bill Posting Co.," and "The Curran Bill Posting Co.," or the "American Bill Posting Co.," or the "St. Louis Bill Posting Co.," Then he can get a card printed or style himself "Manager," "Owner," "Secretary" or "Treasurer," of that company, and I think that would be a fitting name, and he could be distinguished from his employees. The name would be simple. Take for instance our own name, which we call The Curran Bill Posting & Distributing Co., but still abbreviated to The Curran Co., and when the bill poster is talking to any one he can say "I am Manager or Treasurer of such-and-such a company."

No doubt you might be able to improve on this some.  
Yours very truly,  
J. A. C.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

SEND FOR BLANKS

Reliable  
Distributing

By Competent Men.

W. H. STEINBRENNER,

811 Vine St. CINCINNATI, O.

THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

It gives the population of the town.  
It gives the population of the county.  
It gives the name of the bill poster.  
It gives his street address.  
It gives the name of the distributor.  
It gives his street address.  
It gives the name of the opera house.  
It gives the name of the local manager.  
It gives the names of the halls.  
It gives the names of their managers.  
It gives the names of the newspapers.  
It gives the names of the editors.  
It gives the date of publication.  
It gives the names of the dramatic critics.  
It gives the names of the dramatic correspondents.

It will be the name of a good attorney. It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt. In addition to the Directory, the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

GET YOUR NAME IN

PUT AN AD IN

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

ADS ARE CHEAP

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

SEND FOR BLANKS

Reliable  
Distributing

By Competent Men.

W. H. STEINBRENNER,

811 Vine St. CINCINNATI, O.  
W. H. DONALDSON,  
Cincinnati, Ohio.  
When you write, mention Billboard Advertising.

## Billboard Advertising

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.

BY  
BILLBOARD ADVERTISING CO.,  
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

**ADVERTISING RATES:**  
Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

*Billboard Advertising is sold in London at Law's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brédou's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.*

*Remittance should be made by cheque, post-office or express money order, or registered letter. The Editor cannot undertake to return unsolicited manuscripts.*

*When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.*

*Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.*

The kind of advertising that pays is persistent and judicious advertising. Take your readers into your confidence. Talk to them in your advertisements as you would to an intimate acquaintance in whom you are greatly interested. Be explicit, terse and brief. Avoid pleonasm, grandiloquence, bombast or redundancy. Use your own every-day vocabulary, and you will get a genuine ring to your announcements that will be convincing. Then drive it home by constant repetition. Here is the grand secret of successful advertising—"keeping at it." It is only in line upon line, precept upon precept, that children are ever taught. It does not suffice that they be told a thing once or twice. It must be repeated and explained many times before the object aimed at is attained. And so it is with the public and the advertiser. He must tell the same story over and over, couch it in new language and explain it again and again. He is justified in resorting to tautology, for in no other manner can he impress his story upon the public mind.

Of the three arch enemies of the bill poster—the publisher, the prude, and the disciple of aestheticism—the latter is the least tenable in his premises and arguments. The sole burden of his plaint is that the billboards are unsightly and in-artistic. Without granting this, even for the sake of argument, we would like to ask these fervid worshippers at the shrine of Art, if they can conceive of anything less artistic than a picture gallery. If the bill boards are to be abolished upon these grounds then in simple justice will not the exhibitions have to go with them, and while we are about it let us include the monotonous rows upon rows of shops and stores which line our thoroughfares. Indeed these latter present infinitely less variety than the bill boards and should be taken up first. A proper regard for these feeling of these sickly sentimentalists would necessitate the doing away with of all trade and commerce.

The Bill Poster, our English contemporary, for August, is fraught with much that is interesting to members of the craft on this side of the water. Among the

many articles worthy of perusal, the account of the annual convention of British bill posters, held in July last, will probably be found to be the most interesting. The strong resemblance and marked dissimilarity with which their proceedings compare with those of their American cousins is, to say the least, remarkable. One need not read far before discovering that in one respect at least their association differs radically from ours. The fundamental principle underlying their organization secures to each and every member of the craft the right of affiliation and the privileges and rights of membership. We discover, too, that in the past they were organized on the basis of the American association, and we also learn that the association was a complete failure. In London there are eight bill posting firms, all competing with one another, yet all members of the association. It will be seen that the English association is interested in advancing the interests of the craft at large. The American association cares for no one outside of its own members.

THE lines upon which our English fellow-craftsmen are organized are broader and better than ours. There is food for thought here for those leading members of the association in America, who have its best interests at heart. Selfishness and intolerance are too poor a foundation upon which to rear an edifice or organization which shall be either lasting or imposing. Attempts to crush out opposition by debarring opponents from membership have invariably been signal failures, and what is more to the point, they will continue to be fully as futile in the future as they have been in the past. Competition is the life of trade, and eventually bill posters will come to appreciate the truth of the old saw, but it will only be when their ranks have been pervaded with the spirit of liberality, when their views are broadened and they realize that the surest means of helping the individual is in advancing the interests of the craft at large.

Sooner or later this matter is bound to become an issue. Why not take it up at once? We fully realize that at present our attitude will not be popular, but, popular or not, we feel sure, we know, that it will eventually be demonstrated that we are right.

WE venture the prophecy that within twelve months from this writing the advertisers of America will witness the complete organization of the International Distributors' Association. We predict that before that time this vigorous young body will have representatives in every county in the United States and every province and parish in Canada.

Its growth has been slow up to this time, but it has been sound and healthy. Nothing has been assimilated but what would make strong sturdy fibre, and as a consequence the organization now finds itself in a position to reach out and extend its membership with impunity. It is no easy matter to unite with this association. Applicants are rigorously examined, and if found wanting in a single requirement are refused membership. If any member proves derelict or dishonest, all the other members are immediately assessed and the funds realized are applied to the re-im-

bursement of the advertiser for the loss sustained and the prosecution of the offending member. Many other features of the constitution are admirable and will quickly win the confidence of advertisers at large.

LESS than one-fourth of the usual number of fairs in the South will be held this season. All the important ones have given way to the Cotton States and International Exposition. This courtesy to the gentlemen who promoted the big show at Atlanta is peculiar to the South. No such fine feeling prevailed in the north toward the World's Fair. Many managers of fairs in the smaller towns not only refused to pass their dates in favor of the Columbian Exposition, but utilized every means at their command to belittle and discredit the grand undertaking. Although sectional affability and complaisance have passed out of existence north of Mason and Dixon's line, it is gratifying to know that the spark of courtesy still glows warmly in the sunny Southland.

### LETTERS TO THE EDITOR.

Grand Rapids, Mich., Sept. 19, 1895.  
BILLBOARD ADVERTISING:  
GENTLEMEN—Enclosed find good big fat money order for \$10.00 to pay for the papers you sent me, and let me tell you this: every bill poster in the land ought to have you send the paper to the merchants in their respective cities. Since you sent the papers to the list I sent you, I have received the following orders through the influence of BILLBOARD ADVERTISING: Star Clothing House, 100 12-sheet stands; Grant Clothing House, 1500 1-sheets; Bodenstine Clothing Co., 500 sheets; Sam Bass, Hatter, 500 sheets; Union Tea Co., 250 sheets; Grant Coal Co., 500 sheets; Valley City Coal Co., 25 stands, 7x4; State Fair, 50 stands, 7x4; and this week will close contract with the Giant Clothing Co. for 500 sheets per month for twelve months. When the merchant starts to do posting, and you give him service he gets stuck on it and will continue to be a good customer for bill posters.

Knowing the value of your paper, and the good it is doing throughout the land, I am at all times at your service to help the good work along.

Remaining very respectfully yours,  
GEO. M. LEONARD.

I am looking for information, viz: I will in a short time erect twenty more large bill boards, and as I want to build them right, I take this method of asking the readers of that bright journal, BILLBOARD ADVERTISING for advice. I would like to know the regulation height, and what kind of lumber is preferable, how to set the posts, in or above ground, and if the boards are nailed on lengthwise or up and down. All my bill boards have the posts from two to three feet in the ground, and in every case of a removal it is necessary to buy new posts on account of the old ones being decayed as far as they were in the ground. And about locations: Is the center of the city the best and most profitable to the advertiser and bill poster?

Faithfully yours,  
L. E. TIEMANN.

### THE DONALDSON GUIDE.

Bill posters everywhere should send for the prospectus of The Donaldson Guide. It will be to the bill boards what the American Newspaper Directory is to newspaperdom, namely an epitome of all there is to them.

### THE CHRISTMAS SPECIAL.

The designs for the cover of the December number of BILLBOARD ADVERTISING are nearly completed. They will be executed in ten colors, and will undoubtedly be the handsomest of all the Christmas papers.

Profitable Advertising, though always eminently fair, in discussing the merits of the bill boards, believes in the supremacy of the newspaper, and considers all other forms merely auxiliary.

In Paris posters are subject to a government tax. White posters are reserved for official announcements, but a colored poster on white paper is permitted provided two-thirds of its surface is covered by color of some sort.—*Fame, London, Eng.*

Mural literature has a great advantage over other propaganda. Like Wisdom, in the Book of Proverbs, the placard cries out aloud in the thoroughfares.—*Review of Reviews.*

Carlyle said that during the hot fever of the French revolution the newspapers preferred the circulation which they obtained by means of posters to that obtained by ordinary methods.

Will America follow the lead of England in the elections of 1896. If so, the walls will fairly groan under the burden of political posters.

When a town is well billed your advertisement is omnipresent. It stands on the street corner; greets you from your neighbor's wall; yells at you from every fence, and forces itself upon your attention everywhere you wander.

One can obtain more of that advertising value which accrues from repetition, out of posters in a single day, than can be had from a newspaper card in a year.

Posters, well posted, keep the public posted regarding you and your wares.

If you must use newspaper space buy that of a high-priced afternoon paper. Never, under any circumstances throw your money away on space in cheap-priced magazines.

Posters yield double the return at half the cost of newspaper space.

### PROCEEDINGS Of the Fifth Annual Convention of State Bill Posters' Association of Minnesota.

The fifth annual meeting of the State Bill Posters' Association, of Minnesota, was held in the parlor of the Windsor Hotel, St. Paul, Tuesday, September 10th, 1895, at 10 o'clock A.M., and was called to order by President L. N. Scott.

The following officers were present:—L. N. Scott, President; M. Bresslauer, Vice-President; C. H. Griebel, Jr., Secretary and Treas.

Reading of the minutes of last meeting dispensed with. Report of Secretary read and approved.

The following named bill posters made application and were admitted to membership: W. R. Smith, Fergus Falls, Minn.; H. W. Ensign, Northfield, Minn.; A. W. Dennis, Grand Forks, N. D.

President Scott recommended that every bill poster of the Association should subscribe for "BILLBOARD ADVERTISING."

Motion by President Scott: That "BILLBOARD ADVERTISING," of Cincinnati, O., be appointed the official organ of the

P. Walker, of Fargo, N. D., be allowed to include Morehead, Minn. Same fees and dues.

Resolution was adopted by this Association to the effect that any advertiser approaching any member of this Association offering less than schedule price and refusing to have his work done, that bill poster shall immediately notify the President or Vice-President either by letter or wire.

Election of officers for the year, Sept. 10, 1895, to Sept. 10, 1896, resulted as follows: L. N. Scott, St. Paul, Minn., President; M. Bresslauer, Minneapolis, Minn., Vice-President; C. H. Griebel, Jr., Mankato, Minn., Secretary and Treasurer.

Executive Committee: H. W. Ensign, Northfield, Minn.; Henry Ludke, St. Peter, Minn.; F. J. Marsh, Duluth, Minn.

Committee on New Membership: C. H. Griebel, Jr., Mankato, Minn.; R. J. Marsh, Duluth, Minn.; C. P. Walker, Fargo, N. D.

Resolved that the minutes of this meeting be printed and mailed to each member.

Prices fixed by the Associated Association to be adopted by this Association, as follows:

(3) cents per sheet for the first week, and two (2) cents per sheet for each additional week's showing. For one-sheets, unprotected, and scattered as chance may offer, (3) cents per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all towns of 50,000 population and under, on stand work, three (3) cents per sheet for the first week, two (2) cents per sheet for the second week, and one (1) cent per sheet for each additional week. For one-sheets, unprotected, and scattered as chance may offer, three (3) cents per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all circus or other show work of that nature, without regard to population. All work on protected boards, not less than fifteen (15) cents per running foot, or four (4) cents per sheet per week, for one month's showing. All three-sheets, single sheets and scattering work, not listed, at three (3) cents per sheet per week.

The above scale of prices is not to prevent members from getting higher prices for boards, per foot or per sheet, if in the exigencies of business they may deem it

### MONTANA BILL POSTERS.

#### The State Association Meets, Elects Officers, and Enjoys a Holiday.

The annual meeting of the Montana State Bill Posters' Association, was held in Helena, Mont., Friday, Sept. 13, 1895, at the Helena Bill Posting Company's office.

Great Falls, Anaconda, Bozeman, Livingston, Deer Lodge, Missoula, and Helena were represented.

The association was organized two years ago at Anaconda, and holds its charter from the Associated Bill Posters' Association of the United States and Canada. The association is now in a flourishing condition, and starts out in its second year more encouraged than ever.

The officers for the coming year are: Fred Kerth, of Butte, president; T. H. Neely, of Great Falls, vice-president; C. A. Harnois, of Helena, secretary.

Mr. Harnois was also elected contractor for the state and delegate to the A.B.P.A. meeting, to be held in Cleveland.

BILLBOARD ADVERTISING was selected as official organ.

No member can receive advertising matter that has been given to the opposition, until the member receives the same amount as the opposition.

After the meeting the delegates were entertained by Mr. Harnois at his home, and after a dinner, they visited the Broadwater, without which their visit to Helena would not have been complete. A vote of thanks was tendered Mr. Harnois and his sons for the entertainment provided the visiting delegates.

### THE LARGEST BILLBOARD.

The cut presented on this page is from a photograph sent to us by Callahan & Durkee, Pittsfield, Mass. The board is situated opposite the Union Depot on the line of the Boston and Albany R. R. It is 174 feet long, 26 feet high and holds 500 full sheets of paper. The cut we present showing the Barnum paper is pronounced by showmen as being simply immense.

### HOW TO KEEP PASTE.

In answer to the request of the Memphis Bill Posting Co., in regard to a formula to keep paste, would say, for posting purposes I use ¼ lb. blue stone to fifty pounds of flour, and by keeping the sides of the barrel well scraped and the top level I find no trouble to keep paste for a month in the hottest weather. Too much blue stone discolors the paper. Paste that I sell to binderies and box factories I use ¼-lb. blue stone and ½-lb. alum to fifty pounds of flour. For an experiment I have tried ½-oz. silica acid and ½-lb. alum to fifty pounds of flour, well mixed and heavy. I kept this in a shed for two weeks and found it just as sweet as the day it was made. Paste made this way has the natural color. It is best to dissolve the acids and alum, and mix before adding flour.

E. J. KEMPF,  
Sheboygan, Wis.

Every bill poster should have BILLBOARD ADVERTISING sent to their local merchants. It don't cost much, and, if it only makes one convert, it will pay you.



The Largest Permanent Billboard in the World, Owned by Durkee & Callahan, Pittsfield, Mass.

Minnesota Bill Posters' Association.

It is moved that the minutes of this present meeting shall be mailed by secretary.

Motion by President Scott: Write to secretary of the Associated Association, asking him to quote the prices made at last meeting, Detroit, Mich., and all members to adopt those prices.

Motion by M. Bresslauer: Secretary of Minnesota Bill Posters' Association notify the O. J. Gude Co. that all work for the State of Minnesota must be sent to Association members only, and if any work is sent to opposition bill posters all members of this Association will refuse to do the work. Letter to be signed by the president and secretary.

### NEW BUSINESS.

Moved and seconded that Mrs. V. C. Seward be appointed printer for ensuing year.

Secretary instructed to compile a printed card, giving names of cities, towns, population, and amount of work that can be posted in each city or town.

Motion by Mr. Bresslauer: That Mr. C.

For all cities of over 100,000 population on all local or commercial work, outside of circus posting. All stand work, constituting three sheets or over, and all three-sheets, at the rate of three (3) cents per sheet per week. This class of posting to be listed, protected and renewed, without additional cost, when paper for that purpose is furnished by the advertiser. All stand work and three sheets, listed, protected and renewed, list of locations to be furnished in advance, at four (4) cents per sheet per week. When locations of boards are selected previous to consummation of contract, for same class of work as above, five (5) cents per sheet per week. All work to be posted without listing or renewal and known as "uncovered display," posting guaranteed not longer than one week, at from (3) to four (4) cents per sheet. Distributing of pamphlets, circulars, newspapers, cards, and all work of that nature, at not less than \$1.50 per thousand. Distributing samples from house to house, not less than \$3.00 per thousand.

For all cities of over 50,000 and under 100,000 population, on stand work, three

necessary to advance the same.

Voted that E. A. Stahlbrodt, 621 Broadway, N. Y., C. Houghtaling, of the National Advertising Service, N. Y., and O. J. Gude Co., 93 Hudson Street, N. Y., be appointed agents for this Association, for the purpose of soliciting and contracting for work, and to adopt the Associated Association prices.

Invitations were extended by L. N. Scott, Manager Metropolitan, St. Paul and Grand, of Minneapolis; Geo. Kingsbury, of St. Paul Grand Opera House and Metropolitan of Minneapolis, and Theo. Hayes, of Bijou, Minneapolis, to the members of this Association to attend any performance during the Fair week.

Motion: It is moved that the next annual meeting of the Minnesota State Bill Posters' Association be held at Minneapolis, on Tuesday of State Fair week, 1896, at 10 o'clock A. M. sharp.

A number of subscriptions expire with this issue. Subscribers will confer a favor by remitting promptly.

Advertise yourself on your own boards.



Printing-House Gossip.

SUIT FOR DISSOLUTION.

John R. McLean and his co-directors in the Enquirer Job Printing Comp'y brought suit yesterday for the dissolution of that corporation. The capital stock was fixed at \$200,000, but with the exception of \$24,600 held by Mr. McLean, and one share each, held by J. J. McDowell, Judge S. F. Hunt, Ed. Wisniewski and Dennis G. Zoller, it was not subscribed. The petitioners claim that there are no incumbrances on the property of the corporation, and that the engagements entered into by it have been fully satisfied and canceled, and that the stock subscribed by them has been paid up in full. They ask, therefore, as the objects for which the corporation was formed have been entirely abandoned, that all persons interested be required to appear before a Master Commissioner or referee within a specified time and show cause why the corporation should not be dissolved, and for the appointment of one or more receivers of the estate and effects. That the dissolution of this company has been desired for some time is proven by the fact that Mr. McLean's affidavit in support of the petition, taken in Washington, D. C., is dated April 24, 1895, while the affidavits of the remaining stockholders and directors were made May 2. Alexander Murry, Jr., for the petitioners.

H. J. Anderson bought out the plant and good will of the company about six months ago, and there being no further necessity for the continuance of the corporation, no protests against its dissolution are likely to come in.—Cin'ti Tribune.

The current edition of this paper is printed with the Ault & Wiborg Co.'s Eureka Black.

The Morrison Show Print Co., of Detroit, is the latest concern to enter the show printers' domain.

The Orcutt Litho. Co., Detroit, does all of the posters of the Primley Cheung Gum Co.

The Erie ShowPrint Co. are very busy.

The Donaldson Lithograph Company last week performed a very rapid and successful piece of work. All the lithographs for the Cotton States Exposition at Atlanta have been made by this company—and very handsome lithographs they are, by the by. Mr. Cooper, chief of the department of publicity, was anxious to have Blue and Gray day at the exposition advertised in Louisville during the G. A. R. encampment. He wired Mr. Donaldson to know if he could get out 400 lithographs by night, and at four o'clock received the answer that the bills were all placed.—Dramatic News.

Walter S. Parker, formerly the publisher of Ink Fiend, is now manager of the Eagle Printing and Color Works, Chicago. This concern is making a fine grade of inks, their colored inks being especially fine.

The Ault & Wiborg Co. report that business is booming with them. They are selling more poster ink this year than ever.

Frank Swick, manager of the Great Western Printing Company, of St. Louis, after having been continuously in harness for eleven years while in charge of that firm, has just tendered his resignation, and will give himself a long and well-deserved vacation. Mr. Swick is the pioneer of the show printing business in St. Louis. He knows every showman and leading circus attache from Maine to the Pacific, and off and on during the last thirty years has been in charge of local plants engaged in the design and manufacture of circus and theatrical posters. Mr. Swick's army of friends will be glad to learn of his determination to lay aside the cares of business long enough to recuperate from a long and honorable siege of duties.—St. Louis Star Sayings.

A Hebrew tailor in Cincinnati had the following unique sign in his window on the one of their recent holidays: "I'm at it again! Now it's 'Yom Kippur.' I'll be through this evening, come in and see me then.

Chicago, Sept. 27th, 1895. EDITOR BILLBOARD ADVERTISING:

DEAR SIR—Answering yours of the 26th inst, business with us for the past month has been good. Contracts for future advertising and commercial work are more numerous and larger than last year.

We now have on our boards, the following foreign work: paper for the Franco-American Soups, Adams' Cheung Gum, Beeman's Cheung Gum, Kola Cheung Gum, Blue Label Ketchup, Atlanta Exposition, etc., besides about twelve or fifteen local firms. During the past four weeks, several times we had the pleasure of closing contracts for futures, or as a showman would call it, "turning people away." I think the general outlook all over the country is fine.

In your last issue, I noticed under your New York Notes, that you report a general fight going on in Chicago, between the bill posters and theatres. In that statement you were wrong. The fight was not between us and the theatres, and the other bill posting companies, it was against the system of indiscriminate outside "sniping" on non-leased and non-protected walls, fences, ash boxes, curb stones, etc., in no way affecting leased bill boards.

After three week of general covering up of all the outside dead walls, alley-ways,

ash boxes, etc., Supt. of Police Badenoch has decided that on and after October fifteenth there shall be no such thing as "sniping" done in the city of Chicago, and that is what it should be.

If there is any medium offered to advertisers that will sooner or later disgust them, it is trying to reach the public by means of snipes in advertising.

Any advertising solicitor who will advise public advertisers to advertise by means of the snipe, don't know how or ought not to solicit for bill posters in this country. Three sheets, stand work and all large paper, is the only proper way for the bill poster to prove himself a great benefactor to the advertiser.

No news of importance regarding the Association. All members and the outside business men at large seem to like the prices adopted and business done at the meeting at Detroit.

Yours truly, R. C. CAMPBELL.

Clif. Grant, formerly one of Barnum & Bailey's expert bill posters, has challenged Joseph Plant, of Worcester, Mass., for a bill posting contest, for \$100 a side. Both men claim to be the fastest in the country.

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After three week of general covering up of all the outside dead walls, alley-ways,

POSTER PRINTERS

Advertisements under this head are printed free of charge in nonpareil. In bold face type two dollars per year. Display advertisements (not exceeding seven lines, twenty-five cents per line. Advertisements amounting to one dollar and over include a year's subscription, free.

Bien, Julius & Co., 140 6th Ave., New York; Boston Job Printing Co., 4 Alder St., Boston; Brooklyn Daily Eagle Job Printing Co., Brooklyn; Brooklyn Times Printing Co., Brooklyn; Budget Show Print, Box 38, Elmira, N. Y.; Calhoun Printing Co., Hartford, Conn.; Calvert Litho Co., Detroit, Mich.; Cameron Show Printing Co., 57 Ann, New York; Central City Show Printing Co., Jackson, Mich.; Central Litho and Eng Co., 141 4th Ave., New York; Central Show Printing Co., 143 Monroe, Chicago; Commercial-Gazette Job Rooms, Cincinnati; Correspondent Show Printing Co., Lima, Ohio; Courier Printing Co., Brantford, Ontario; Courier-Journal Job Rooms, Louisville, Ky.; Cox's Sons, John, Gay and Pr., Baltimore; The Donaldson Litho. Co., Cin'ti, O.; Eichner & Co., Baltimore; Empire Show Printing Co., 73-75 Plymouth Place, Chicago; Enquirer Job Rooms, 88 East Eighth, Cincinnati; Enterprise Show Print, Cleveland, O.; Erie Show Printing Co., Erie, Pa.; Fair Printing House, Norwalk, O.; Forbier Litho Co., 181 Devonshire, Boston; Francis & Valentine, 57 Clay, San Francisco; Free Press Show Print, Detroit; Fox, Richard K., Franklin and Dover, New York; Gribler Litho Co., Chicago; Gullit Show Print, 127 West 14th, New York; Goes Litho Co., 140 Monroe, Chicago; Gt. Am. Eng & Print Co., 57 Beekman, New York; Great Western Printing Co., 51 Market, St. Louis; Greve Litho Co., The Milwaukee, Wis.; Haber, P. F., Fond-du-lac, Wis.; Hasselman Printing Co., Indianapolis, Ind.; Hatch, C. R. & H. H., Nashville, Tenn.; Hennegan & Co., Cincinnati, Ohio; Jackson, J. B., 48 Centre, New York; Jordan Show Printing Co., 128 Franklin, Chicago; Journal Job Rooms, Columbus, O.; Ledger Job Office, 605 Sansom, Philadelphia; Libbie Show Print, Boston, Mass.; Lick Show Print, Fort Smith, Ark.; Lieber & Maass, 22 Centre, New York; Maubert's Printing House, New Orleans, La.; Metropolitan Printing Co., 222 W. 26th, New York; Miner Litho. Co., The H. C., 345 West 14th St., New York; Mitchell, Chas., Ottawa, Ont., Canada; Morgan, W. J. & Co., Fairview, Cleveland; Morrison Show Print, Detroit, Mich.; National Printing & Eng. Co., Chicago; Orcutt Litho. Co., Chicago; Pioneer Printing Co., 214 Jefferson, Seattle, Wash.; Planet Show Print, Chatham, Ont., Canada; Richardson & Foss, 112 4th Ave., New York; Riverside Printing Co., 216 3rd, Milwaukee, Wis.; Sackett & Wilhelms Litho. Co., 314 Ave. and 16th St., New York; Seim, H. A., 172 Skillman Ave., Brooklyn; Seers, A. S., 19 E. 17th Street, New York; Shober & Arqueville, Jackson St., Chicago; Springer & Weitz, B-way and 31st, New York; Star Printing Co., 606 1/2 Second, Seattle, Wash.; Sterrett Show Print, San Francisco, Cal.; Strobbridge Litho Co., Cincinnati; Union and Advertiser Co., Rochester, N. Y.; Union Job Printing Co., Walla Walla, Wash.; United States Printing Co., Cincinnati; What Cheer Show Printing Co., Providence, R. I.; Winterburn Show Print, 166 Clark, Chicago.

Blackwater Courier Job Office, Franklin, Va.; The Donaldson Litho. Co., Cin'ti, O.; Eaton, Allen & Co., Grand Rapids, Mich.; Hennegan & Co., Cincinnati, O.; Libbie Show Print, 612 Beach St., Boston, Mass.; Lotus Press, 140 West 23rd St., New York City; Maubert's Printing House, New Orleans, La.; L. Prang & Co., 286 Roxbury St., Boston, Mass.; Saffin Show Print, 172 Skillman Ave., Brooklyn; Van Fleet, 88 Centre, New York; Winthrop Press, New York.

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The Rochester Bill Posting Co., THE ERIE BILL POSTING CO. EDW. A. STAHLBRODT, Manager. BILL POSTERS, DISTRIBUTORS AND GENERAL ADVERTISERS, No. 16 and 18 Mill Street, ROCHESTER, N. Y. NEW YORK OFFICE, 621 Broadway. No. 10 North Park Row. ERIE, PA.

Distributors' Chat.

Brandy Station, Va., Aug. 19th, 1895. EDITOR BILLBOARD ADVERTISING. Cincinnati, Ohio.

DEAR SIR—Allow me, in my official capacity as well as an individual, to thank you for your timely editorial remark under the head of "Distributors' Chat," in this month's issue in regard to the employment of unreliable distributors by advertisers. There is not a reliable distributor in the United States but what has suffered to a greater or less extent from the employment of boys—oftentimes mere children, in the distribution of advertising matter. In hundreds of cases druggists, in the larger towns, who are entrusted with the introduction and sale of some new preparation, in place of employing reliable distributors to do the advertising will give the matter to a lot of children, who bargain to distribute it for a piece of candy or some similar trifling compensation.

Also please accept my thanks for your able vindication of Mr. W. H. Steinbrenner, of your city, in his exposure of the methods of the American District Telegraph Co. Mr. Steinbrenner is an officer in our Association, and by his watchfulness and care has proved that he is the right man in the right place. And I can and will assure you that you will have the hearty co-operation of every member of our Association in your laudable efforts to weed out the incompetents and expose the frauds that are now sucking the life blood from the distributing business. Again thanking you, I am, Very truly yours, THOS. K. DURBORAW, Sec'y-Treas. I. A. of Dist. of N. A.

Tiffin, Ohio, Sept. 10th, 1895. Members of this Association who have been regularly notified from this office of the amount of their indebtedness for quarterly dues, and have failed to respond, either by an excuse of their inability to pay at this time, or by persistent silence, which is equivalent to a refusal, must not complain if other distributors are received as members from the homes of such delinquents.

It is impossible to conduct any business enterprise without advertising, and it is impossible to advertise without money, and those members who are unwilling to contribute their share of the necessary expense in placing our claims before the public, are not entitled, and will not receive, any considerations at the hands of the associations in the distribution of work that is every day coming to those of our members who have maintained their standing in the association.

No other officer of this Association is authorized to receive any moneys belonging to the Association except the Secretary-Treasurer, and no member should, under any circumstances, send fees, dues, or assessments to any other officer. Don't send your dues to me for I am not authorized to receive them, but send to Thos. K. Durbarow, Secretary-Treasurer, Brandy Station, Virginia. E. M. HARLEY, First Ass't Sec'y I. A. of D. of N. A.

Where the Almanacs Go. A canvass was made of twenty drug stores in Philadelphia last week to see how they handled circulars sent to them for distribution. Over four tons of fine printing was bought up at the uniform rate of 1/2 cent a pound. The lot included over 3,000 almanacs. How does this strike you, Mr. Advertiser?—The Sun, Philadelphia.

The Fischer Distributing Agency, of Omaha, Neb., have more work to do at present than at any previous period in their career. W. H. Steinbrenner, of Cincinnati, has just completed a large contract with the Peruna Medicine Co. That the work was well 'done' goes without saying.

A COMPLETE LIST OF MEMBERS

At this time in good standing in the International Association of Distributors of North America.

S. M. Boorum, Lock-Box 313, Springfield, Ohio; Geo. E. Fischer, 1505 Farnam St., Omaha, Neb.; D. W. Scofield, Lock-Box 14, Ridgefield, Conn.; Thomas K. Durbarow, Lock-Box 35, Brandy Station, Va.; E. M. Harley, 113 Madison St., Tiffin, O.; W. H. Steinbrenner, 811 Vine St., Cincinnati, O.; Lewis A. Anderson, 1117 College St., Little Rock, Ark.; Arthur Bookwalter, Gallon, O.; S. M. Bond, Cor. Cherry St. and Rural Avenue, Williamsport, Pa.; W. C. Fennimore, 309 Oak St., Millville, N. J.; David Cartwright, Sharon, Pa.; W. C. Givens, Lock-Box 414, Olyphant, Pa.; E. D. Marchael, National Military Home, Montgomery, O.; Edwin R. Negus, 337 Main St., Milford, Mass.; Raymond O. Rager, Strayer St., Johnstown, Pa.; J. H. Bell, Lock-Box 695, Staunton, Va.; Reuben Ealy, Lock-Box 75, Rochelle, Ga.; Aaron W. Hazard, Lock-Box 23, Avoca, Mich.; Wm. M. Meloy, Lock-Box 49, Carlisle, Pa.; Hugh L. Vance, Effingham, Ill.; John M. Evans, Lock-Box 153, Youngstown, O.; F. A. Crabtree, Effna, Va.; Wm. W. Bireley, Lock-Box 50, Gettysburg, O.; Edward C. Clark, Lock-Box 1, Lebanon Springs, N. Y.; S. E. Brayles, Cider Creek, Tenn.; W. J. Kryder, Lock-Box 606, Dowagiac, Mich.; W. D. Simpson, Lock-Box "F," Anderson, S. C.; Daniel L. Cushing, 108 River St., Mattapan (Boston), Mass.; D. J. Entzinger, 1103 Huger St., Columbia, S. C.; S. I. DeForest, 134 Rectory St., Port Chester, N. Y.; Jno. H. Jones, N. W. Cor. Mount & McHenry Sts., Baltimore, Md.; Joseph H. Ream, Lock-Box 3, Washington C. H., Ohio.; W. S. Bye, Lock-Box 789, Cedar Rapids, Ia.; Samuel E. Benner, Lock-Box 210, Doylestown, Pa.; G. F. Baugasser, Lock-Box 38, McMinnville, Or.; R. Carnrick, Lock-Box 62, Sand Lake, N. Y.; E. G. Griffin, 67 Anderson St., Greenville, S. C.; Geo. A. Tucker, Lock-Box 113, Huntington, Ind.; J. Jensen, Lock-Box 661, Lyons, Ia.; Jas. F. McWhirk, 39 Millett St., Dorchester, Mass.; Jasper C. Neel, Prohibition, O.; D. R. Paul, 639 N. Fourth Street, Steubenville, O.; Oscar Bishop, 22 Kennebec St., Waterville, Me.; W. B. Wilkinson, 125 Pierce St., Lewiston, Me.; Thomas Sherwood, Niagara, Canada; Robt. Chapman, Alliance, Cal.; W. H. Mercer, Lock-Box 20, Fredonia, N. Y.; Sam'l C. Lancaster, Lock-Box 134, Oxford, Miss.; A. A. Reed, Lock-Box 41, Bakers Mills, N. Y.; A. L. Williamson, Lock-Box 91, Buffalo, Tex.; J. H. McNulty, Lock-Box 104, Ortonville, Mich.; Edward F. Maxwell, 27 Morris St., Amsterdam, N. Y.; F. Hanson, Box 358, Princeton, Ill.; W. E. Patton, Lock Box 79, Corinth, Miss.; Ferdinand Kaiser, Box 70, Salem, Ill.; Jno. L. Smart, 14 E. Intendencia St., Pensacola, Fla.; Joseph A. Grimes, 24 Evans St., Batavia, N. Y.; Olin Rose, Kipton, O.; H. Joseph Harth, 318 Court St., Paducah, Ky.; J. C. Bingley, 37 St. Philip St., Charleston, S. C.; Marshall W. Corbett, Lock-Box 38, Westminster, Mass.; B. F. Evans, Minter, Ala.; E. F. Mayfield, Box 67, Berkshire, O.; L. T. Robertson, 283 Louisiana Ave., New Orleans, La.; C. M. Brawt, Lock-Box 455, St. Clair, Mich.; J. Heber Dries, South Evansville, Pa.; E. O. Burroughs, Cor. Baltimore and Mill Sts., Newark, O.; James L. Hill, 316 1/2 Cedar St., Nashville, Tenn.; Jno. H. Stroyer, 114 Weld St., Rochester, N. Y.; G. Rukey & Son, 231 Genesee St., Waukegan, Ill.; A. B. Beall, Box 354, Sioux City, Iowa; Christopher Taylor, Trinidad, Col.; Thomas Kaue, 88 South Street, Middletown, N. Y.

Reliable men wishing to join the International Distributors' Association should make application at once. Only one man from a county can join.



CHRIS. TAYLOR.

The energetic and successful manager of the Taylor Bill Posting Company, of Trinidad, Colorado. Mr. Taylor organized this company in 1883. They own and control all billboards in South-western Colorado, embracing the suburban coal mining towns of Starksville, 500 population; Engle, 500 population; Sopries, 1000 population; Walsenberg, 2000 population; and several smaller towns.

The city of Trinidad is the natural gateway to Mexico, through the Raton Pass, over which the A. J. & S. F. R. R. runs on its way to the Pacific. Trinidad is also reached by the U. P. D. & G. Railroad add D. & R. G. Railroad. Mr. Taylor, besides being the manager of the bill posting business, is also stage manager of the Jaffa Opera House, also manager of the Opera House Program. He is well known throughout the west, is secretary of the Rocky Mountain Bill Posters' Association, as well as a member of the International Distributors' Association.

Distributors should take advantage of every opportunity to increase their business. One of the best ways to impress business men is with a business-like letter on good stationery. If you possible can, use a type writer. The American Type Writer advertised in another column is just the thing for those people whose correspondence is with business men.

Put your ad. in our classified column.

MURAL SIGNS AND PAINTED BULLETIN.S

Advertisements under this head are inserted free of charge in nonpareil. One dollar per annum in bold face type, and twenty-five cents per line for display ad, not exceeding six lines in size.

ALBANY, N. Y. J. Ballard Carroll, 54 Beaver street. BOSTON, MASS. I. Donnelly & Sons, Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., The Garb and Hudson aves. Thos. A. Skidmore, 640 Halsey st. CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st. Dill's Advertising Service, 312 Coleman st. E. M. Lewis & Co., 33 West Fifth St. Hummel & Curran, 642 Main st. CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st. Bost & Company, 59 Dearborn st. E. M. Lewis & Co., Temple Court Thos. Cusack, Blue Island ave. and Throop st. CLEVELAND, O. Bryan & Co., 10 Court Place. DENVER, COL. The Curtis Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st. KALAMAZOO, MICH.—J. E. Mc arthy & Co. LEXINGTON, KY. L. H. Ramsey & Co., 137 east Main st. LOUISVILLE, KY.—Heverin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. O. J. Guide & Co., 113 & 115 west Broadway C. S. Houghtaling, No. 3 Park Place Standard Display Adv. Co., 6th ave. and 13th st. L. E. LaTour, 1718 Broadway Frank J. Beyer, 116 Chambers street New York Adv. Sign Co., 16 and 18 Park Place, Excelsior Adv. Sign Co., World Building, Display Advertising Co., 187 6th avenue Samuel W. Hoke, 87 Nassau st. H. R. Robinson, Advertising Agent, J. B. Coakley, 95 Bowery Albert E. Gans, 261 Broadway. AT SIGN CO., 141 Bowery Chas. Jas. Wells & Co., Bowery and Houston st. Frank T. Jones, 40 west Broadway, Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service, 113 and 115 west Broadway OMAHA, NEB. Thos. Mulvihill, 1512 Harney st. OSHKOSH, WIS.—John E. Williams PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson, PRAIRIE CITY, IOWA.—W. S. Parker SAN FRANCISCO, CAL. Arthur M. Plato, S. J. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street Huies & Stout Adv. Sign Co. R. J. Gunning, TORONTO, CAN.—Price Advertising Co. The Acton Burrows Co. VANCOUVER, CAN.—The Acton Burrows Co. WINNIPEG, CAN.—The Acton Burrows Co.

A DOLLAR BILL Will bring you an ad.—one that we both may well feel proud of—one that will really bring business. For the purpose of making the acquaintance of "Billboard Advertising" readers, I will write a good ad. for \$1. For only fifty cents more I will furnish a bright cut. For trade paper ads. I generally get \$1.50 or \$2.00 with cut. Of course, Cash must come with the order, and if I fail to satisfy you the money will be refunded. Send for my new booklet, entitled "Sharp Points." FRANK V. STUMP, Werner Building, Goshen, Ind. Are you in doubt on some advertising subject? I can write you a valuable personal letter of advice for only \$1.00.

THE LEADING SHOW PRINTERS (LITHOGRAPHIC OR BLOCK) IN THE UNITED STATES USE THE AULT & WIBORG CO'S POSTER INKS ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI NEW YORK CHICAGO

Let's Get Acquainted? Send for our Specimen Book that will introduce you, but Don't forget to ask about our CHINESE BLACK

Just for fun, you know—not business—for, of course, you are "perfectly suited" and would not change your ink for your father. Yes, we know; sounds natural.

EAGLE PRINTING INK & COLOR WORKS, 148-152 Monroe Street, Chicago.

To first ten persons sending us orders for our inks, resulting from this ad. in "Billboard Advertising," we will send a handsome present. So be sure and mention the paper.

KIND WORDS (?)

THE "IMPARTIAL" ATTITUDE OF THE PRESS.

Distorted Observations, Misrepresentations, and Downright Lies, Gathered from Here, There and Everywhere.

The National Association of Bill Posters is holding a convention in Albany. We have not, however, yet gone as far as a national association of bootblacks.—Omaha Bee

Two sign painters of New York were arrested and fined for defacing rocks in a picturesque locality with advertising signs upon their surface. It served them right. There is a time coming when every self-respecting city will abolish the unsightly bulletin boards which now abound upon every street. They are an eye sore and a nuisance.—Inter-Ocean, Chicago

Bill Posters Beware.

It is now a misdemeanor for any person to ring the door bell or arouse the occupants of a house when leaving a hand bill or advertising sheet. Bill posters are prohibited from posting bills on rocks or trees adjoining the highways or on buildings without the consent of the owners. There are penalties of \$50 and six months imprisonment attached to the offences. It will be gratifying to the public that the laws now provide punishment for the impudence of the bill distributor, who rouses the family to greet a bill which they do not want to see and also for the one who ruins the scenery along the country highways by advertising signs that are neither beautiful nor artistic.—Standard, Gloversville, N. Y.

What's Going On?

One or two correspondents of Chicago newspapers do not like the comments of LESLIE'S WEEKLY in reference to the bill board nuisance in that city, recently illustrated in these columns. They characterize our remarks as impertinent and querulous. But the Evening Post and other journals applaud our remarks, and insist that the authorities should put a stop to the plastering of walls and fences with vulgar, unsightly, and in many cases indecent bill boards and signs. LESLIE'S WEEKLY is quite certain that the best public sentiment approves its efforts, first made here at home, for the abolition of a great nuisance, and it will not be seriously disturbed by anything that may be said in condemnation of its course by exceptional Chicago admirers of things hideous and shameful.—Leslie's Weekly.

On the Ellicott Square bill board is the picture of a girl holding a placard which asks passersby if they eat some kind of oats. I should think one look at the picture of that girl, who supposedly was bred on the kind of cereal she asks about, would cure anybody of a wild desire for oats. The girl looks as if she were undergoing a simultaneous attack of cramps and colic-wables. Those who gaze at her disjoined countenance must think those oats would kill a horse. There is art in advertising and then again there isn't. In the newspapers is where advertisements ought to be placed. Effigies and freaks painted on fences cheapen the article they are supposed to advertise.—Buffalo Enquirer

The crusade against bill boards, noted as spontaneous in several cities, has broken out also in Chicago. As a matter of fact, the bill board is a relic of cruder theatrical times, and it is in many respects an annoyance to theatre managers as well as sometimes a public eyesore.—Dramatic Mirror.

THE EVERLASTING PANORAMA.—The bill-sticking fiend would erect a hoarding in Paradise if he got half a chance. As it is, he does not blush to rear one within five yards of a church door. There are any number of good newspapers to advertise in; and we fail to see why the eye should be offended and the heart grieved by an everlasting panorama of shrieking capitals in every colour of the prism.—Times Leads, England

Advertising Run Wild.

Is the end of the century marked by aesthetic anarchy? Is the fate and the very name of Wilde significant of Nordau's doctrine of prevalent abnormality and degeneracy? Form and color seem to be running wild; in some directions they may be said to be anarchical, as, for example, in impressionist art, and in the rampant headgear of women, loaded with flam-

ing red or other color, possibly emblematic of woman's insurrection. And the carriage gear, even much of the body of vehicles and entire drag carts have this year taken on the red-republican pigment. Fence boards blaze with intense raw color in advertisements. It is a general eruption with which nature sympathizes in her recent quakes and volcanic outbursts? Who knows that it may not end in a grand coincidence of nervous crazes and natural catastrophes like those in the fourteenth century, when the dark ages grew darkest just before the dawn?

All jesting apart, however, the advertising display signs call for special consideration because we are forced to see them everywhere, and of the most obtrusive kinds that ingenuity can invent. They are not merely in proper place where the business advertised is carried on, but confront us in every place—on fences by the roadside and fence-like devices on roofs, on chimneys and barns, on every part of the elevated railway stations, on the interior of cars, on rocks and what not. If they were reasonable in size and quantity of color, and not impudently repeated, one might endure them good-naturedly as we endure a beggar's solicitations, or a newsboy's eager trotting beside us with his papers held before our eyes. But, with big and often grotesque type and violent tint, the advertiser stares at us, safe from personal rebuke; and, not satisfied with an occasional stare, he follows us everywhere, repeating the offence. Yes, since displays like these are well termed loud or stunning, he is shouting along our daily path as persistently and harshly as a strolling street peddler.

The ultimate effect is tiresome, though one may be interested momentarily in some new poster or freshly pictured wall. Moreover, a suspicion is raised that the thing so extravagantly advertised must depend for success on the size and antics of a paintbrush, or the amount of ink paper and paste, rather than on merit. A positive prejudice, indeed, may be excited against the bill the suburban property, or the play, that must yell itself into notice. One who thinks at all of it would prefer Dobbs' moderately announced to Hobbs' over-trumpeted sarsaparilla tonic. Of course, it pays to advertise, especially in newspapers, where one may read at leisure; but a paying advertisement is not necessarily like a circus poster that may be attractive once a year, but would be execrable all the year round.

In its place, as in classified columns of a newspaper, or in a nostrum almanac or other pamphlet, a medical specific may be welcome to those who find it of interest. But who likes to have Filter's Easy Emetic or Pestle's Pleasant Purgative forced on his attention at every step and glance? As for the big tobacco signs multiplied in every situation, a retailer would probably testify that consumers find out for themselves and adhere to whatever preparation of the weed they prefer, and the many nonconsumers must be often annoyed by the screaming sign, intensifying their prejudice. Many other displays, especially fence posters, pertain to theatres. It is pleasant to notice that these have not been so objectionable for a few months as during several years previous. It has been found very likely, that high art in museums and low art in photographs render them eyes indifferent to the coarse nudities of board fence picture. In respect to even the posters that have lettering only, why make so prodigal and coarse a show of colors simply to give in huge letters the name of a madame or mademoiselle and the play in which she appears? In short, why everywhere a perpetual Fourth of July of cannon firecrackers—letters and wide flaring red lights, yellow lights, blue lights of printer's ink or painter's ink? It tends to blunt the observer's sensitiveness to the fine melodies and harmonies of form or color in nature and art. It belongs with the gaudy blanket of the Indian, or the fiery carpet of sprawling pattern hung before a misfit store in a black street. At best, it is semi-barbarous, like a Russian temple said to have nine turns' do nes, each of a different color, or like Russian shops, with, for examples pictured beef and hams covering the whole front. Not printer or painter, but those who order the work are responsible for our monstrosities. Some do seek and secure a really refined piece of work, as in chromo-litho-

graphy, and it would be impressive if shown here and there, not made ubiquitous. Others, insane about large space, are sane in having it filled with an unpretentious poster multiplied like a regular decorative pattern.

A tawdry papered fence may have the merit of holding a rubbishy, vacant lot, but to paint the most or all of the hired blank wall of a building with black, blue, or chrome, as a ground for broodingnagian advertising, and, still worse, to hire every possible wall for the same announcement, is a gross disfigurement of the town and an indignity to the public, look, for example, toward either end of Brooklyn bridge from the bridge; and in this case it is something set forth apparently for juvenile intestinal ailments; for this private speculation much of New York and Brooklyn thereabouts is converted into a monstrous bulletin board. Such excesses should be prohibited by ordinance, just as a similar defacement of nature was forbidden by state law, after it had become an outrageous nuisance. And why should somebody's Imperial Polishing Powder, in vivid letters on vivid ground, and the walls, outer and inner, and the railings be rented to advertisers? Must the railway take out its otherwise sufficient profits by crazy-quitting with A's and B's wares, its own tastefully constructed and painted stations? As to the suburbs and country generally, Commuter Jack and Farmer Jill may indulge in whatever decorative eccentricities they will, for their own delectation or ostentation, but surely they have no moral right, for the sake of a few dollars, to mar a landscape or simply tease our eyes, by allowing a vagrant sign man to paint an entire fence, roof, or barn with black, lettered large with whopping white or yellow, simply to inform us of what we care nothing to know—that there is such a thing as Dick's Hair Dye, or Hary's Hair Oil, and even exhorting us to "try" this or "use" that. It is not merely a matter between one man's purse and another man's paintpot, but is a public nuisance.

It is but fair to add, in dismissing the subject, that impudent advertising may in some instances override all objections by the humor of extreme impudence, especially if transient and quite occasional, like all effective wit. Years ago the grand finale of Fourth of July fireworks in the City Hall Park was a naval battle, representing ships and all, and reaching nearly across the park. As the last pyrotechnic guns and lights of the crumbling ships were expiring, a patent medicine piece was slyly set up and set ablaze at the eastern end of the naval scene, as if offering a sovereign remedy for the wounds of war. No doubt if an apparatus could be invented, as the humorist Bangs imagines, that would project advertisements on the face of the moon, it would be in constant use by those who, in the methods now mentioned, are already howling lunatics.—New York Tribune.

Fun For The Goats.

There will probably be an exodus shortly of the billy goats which gambol over the barren and rocky heights of Hoboken and other aristocratic suburbs of New York. They are looking toward Chicago as their coming earthly paradise.

The one thing in this world which caused every gastronomic nerve of a goat to tingle at a 200 gait is a rich and juicy bill board. When the "new woman" abandoned hoops for bloomers one of Sir William's choicest articles of diet was dropped from the bill of fare, and since then he has eked out a miserable existence from tin cans, ash heaps, and refuse thrown in the streets of the big city of the Empire State, which cannot support a Civic Federation. So many of the people of that place go away in the summer to Chicago and other health resorts that the theatres cannot afford to keep open, and consequently the goats long in vain for the succulent paste and paper of the bill boards of the effete East.—Chicago Inter-Ocean.

Traveling bill posters take the care for unadulterated gail. They go into a store and hang up a bill and then ask the proprietor to sign an agreement to see that the bill is hung up until after the show exhibits. One of the kind was in this city to-day.

Advertising sign painters who used without permission fences along the Central Hudson Railroad near Poughkeepsie were arrested and fined \$25 each. The railroads ought to suppress those who mar the scenery with impudent signs making the ride on the railroad a long string of agony instead of a delight, as it should be.—Star-Schenectady, N. Y.

The city of South Bend has just been mulcted in the sum of \$1,500 for injuries, to one of her citizens through the falling of a bill board. Two trials were had in the St. Joseph county circuit court. In the former trial a verdict of \$500 was rendered, but Judge Hubbard set it aside. Should this verdict stick it will be a pointer for all municipalities to guard against dangerous bill boards.—Messenger, Valparaiso, Ind.

A couple of sign painters, who spoiled the beauty of some rocks near Fishkill, by painting a hideous "ad" on them, were fined \$25 each by a Fishkill justice at the instance of the New York Central Railroad Company.—Gazette, Port Jervis, N. Y.

Advertising Run Wild.

Gross Disfigurement of Fences and Walls. A Citizen Protests Against the Glaring Advertisements Which Are to Be Seen at Every Turn Throughout the City.

San Antonio and vicinity is thoroughly abreast with the rest of the world, at least in the number variety and hideousness of wall and fence advertisements. There is scarcely a hundred yards of blank fence or a wall ten feet square in the entire city that is not disfigured with a horrible printed or painted advertisement of some kind. People are forced to see them and they are of the most obtrusive kind ingenuity can invent. They are not merely in proper places where the business advertised is carried on, but confront one in every place, on fences by the roadside, on roofs, on chimneys and outhouses, on street cars, on rocks and what not.—Express, San Antonio, Texas.

Mauberrret's Printing House, Limited. Printing Posters in ALL its Branches. Work THE FINEST. Prices THE LOWEST. all sizes all styles. 526 to 532 Poydras Street, NEW ORLEANS. Engraving

LIST OF FAIRS

+ + 1895. + + REVISED AND CORRECTED.

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This department will hereafter be made a regular feature of our columns, and will be broadened in scope so as to admit Expositions, Pure Food Exhibits, Celebrations, Fetes, Horse Shows, Flower Shows, Bench Shows, Poultry Shows, and all Industrial Exhibitions whatsoever. Managers of any attraction of this nature can have their dates, official roster, town and name of the society under whose auspices the exhibition takes place, published free of charge in nonpareil. The rate for bold face type will be made known on application.

ARKANSAS.

Newport, Jackson County Fair, Oct. 8, 9, 10, 11, 12.

Gillett, The Stuttgart Fair Association, Oct. 25. W. S. Gettle, sec'y.

Paragould, Greene county Fair, Oct. 29 to Nov. 1.

CONNECTICUT.

Chester, Chester Agricultural Society, Dr. F. S. Smith, pres't. E. G. Smith, treas. Hared E. Smith, sec'y. Oct. 1 to 3.

Clinton, Clinton Agricultural Society, E. H. Wright, pres't. A. H. Brooks, treas. C. H. Everts, sec'y. Oct. 1 to 4.

Danbury, Danbury Fair Association, Samuel H. Rundle, sec'y. Oct. 4 to 12.

Willimantic, Willimantic Fair, J. H. Gray, sup't. Oct. 1 to 3.

Harwinton, Harwinton county Fair, Oct. Simsbury, Simsbury county Fair, Oct. Stafford Springs, county Fair, Oct. 8 to 10.

Enfield, Union Fair, Oct. Ness, Ness county Fair Association, O. H. Laraway, pres. S. G. Sheaffer, sec'y. Oct. 10 to 12.

Wolcott, Wolcott county Fair, Oct. 16.

DELAWARE.

Dover, Agricultural Society of Delaware, Geo. A. Millington, pres't. Louis Schabinger, treas. John B. Wharton, sec'y. Sept. 20 to Oct. 5.

Wilmington, Wilmington Society

FLORIDA.

Bartow, Dixie Social Fair Society, No Fair 1895.

GEORGIA.

Atlanta, Cotton States and International Exposition Co., Walter G. Cooper, sec'y. Opens Sept. 15, closes Dec. 31.

Warrenton, Warren county Fair, J. H. Robinson, pres't. P. B. Walker, sec'y. Oct. 23 to 25.

IDAHO.

Boise City, Boise City Driving Club.

ILLINOIS.

Grayville, Grayville District Fair Association, Oct. 1 to 4.

Coloinda, Pope county Agricultural Society, John R. Smith, pres't. Ed. B. Clark, treas. B. M. Lewis, sec'y. Oct. 1 to 4.

Jerseyville, Jersey county Fair Association, Col. W. H. Fulkerson, pres't. J. A. Shepherd, treas. H. A. Shepherd, sec'y. Oct. 2 to 4.

Salem, Marion County Agricultural Society, J. W. Lammie, pres't. C. E. Hull, treas. H. T. Sweeney, sec'y. Oct. 1 to 4.

INDIANA.

Angola, Steuben County Agricultural Society, A. M. Parsell, pres't. H. L. Hutson, sec'y. Oct. 8 to 11.

Bedford, Bedford Fair Association, A. C. Voris, pres't. Jas. McClelland, treas. S. T. Zollman, sec'y. Oct. 1 to 5.

Bourbon, Marshall county Fair Association, Geo. D. Ellinger, sec'y. Oct. 8 to 11.

Linton, Greene County Agricultural Society, Samuel Maxwell, pres't. John Bernes, treas. W. J. Hamilton, sec'y. Oct. 1 to 5.

Poplar Grove, Poplar Grove District Fair, W. W. Smith, pres't. A. D. Wood, sec'y. Oct. 1 to 4.

Rochester, Fulton County Fair Association, N. A. McClung, pres't. Geo. V. Dawson, sec'y. Oct. 2 to 5.

Vincennes, Knox County Agricultural Society, J. H. Barr, pres't. Ed. Watson, treas. Jas. W. Emission, sec'y. Oct. 14 to 19.

Waterloo, North Eastern Indiana Agricultural Association, L. C. Boyer, pres't. H. K. Leas, treas. W. Kipfinger, sec'y. Oct. 7 to 11.

Winchester, Randolph County Union Fair, Thos. G. Mullen, pres't. D. E. Hoffman, sec'y. Oct. 1 to 4.

IOWA.

Adel, Dallas county Agricultural Society, R. Bandy, pres't. S. M. Leach, treas. Lee Thornton, sec'y. Oct. 1 to 4.

Algona, Kosuth county Agricultural Society, D. D. Dodge, pres't. E. B. Butler, sec'y. Oct. 1 to 4.

Belle Plaine, Big Four District Fair, W. J. Quinn, pres. LeRoy E. Cox, sec'y. Oct. 1 to 4.

Eagle Grove, Eagle Grove District Agricultural Society, John Wassem, pres't. Hugh Donly, sec'y. Oct. 1 to 4.

KANSAS.

Wichita, Kansas State Fair Association, E. R. Powell, pres't. W. H. Hewey, sec'y. Oct. 1 to 5.

Mound City, Linn county Fair Association, H. H. Woy, pres't. Ed. K. Smith, sec'y. Oct. 1 to 4.

Holtan, Jackson county Fair, S. B. McGrew, sec'y. Sept. 30 to Oct. 4.

Oskaloosa, Jefferson county Fair, Geo. A. Patterson, sec'y. Oct. 11 to 13.

Stookton, Rpsoks county Fair, I. N. Pepper, sec'y. Oct. 3 to 5.

Ness City, Ness county Fair, S. G. Sheaffer, sec'y. Oct. 10 to 12.

Oswego, Labett county Fair Association, Oct. 9 to 11, Robert Elliott, sec'y.

KENTUCKY.

Greenville, Muhlenberg county Fair, P. L. O'Brien, pres't. W. L. Phillips, sec'y. Oct. 9 to 12.

Hopkinsville, Christian county Fair Association, J. B. Gallreath, sec'y. 1st week in Oct.

Owensboro, Daviess county Fair Association, C. H. Todd, pres. J. W. Carter, sec'y. Oct. 1 to 5.

LOUISIANA.

Alexandria, Alexandria Fair Association, Phil L. Asher, sec'y. Oct. 8 to 13.

MAINE.

Topsham, Sagadahoc Agricultural Society, John B. Rogers, pres't. L. E. Smith, treas. W. S. Rogers, sec'y. Oct. 8 to 10.

MARYLAND.

Bel Air, Harford county Agricultural Society, S. M. Fulford, pres't. Jas. W. McNabb, sec'y. Oct. 8 to 11.

Cumberland, Tri-State Agricultural Society, Gen. Jos. H. Sprigg, pres't. J. L. Griffith, treas. C. Edgar Keller, sec'y. Oct. 1 to 4.

Frederick City, Frederick Fair Association, Chas. N. Hargett, pres't. Harry C. Keefe, sec'y. Oct. 8 to 12.

Hagerstown, Hagerstown Fair Association, John W. Stonebraker, pres't. P. A. Witmer, sec'y. Oct. 15 to 18.

MASSACHUSETTS.

Athol, Worcester Northwest Agricultural Society, Wilson H. Lee, pres't. J. H. Goodspeed, treas. J. H. Humphrey, sec'y. Oct. 1 and 2.

Boston, Massachusetts Charitable Mechanic Association Fair, Oct. 2 to Nov. 30.

Brocton, Brocton Agricultural Society, Ira Copeland, sec'y. Oct. 2 to 5.

Northampton, Hampshire, Franklin and Hampden Fair Association, E. E. Wood, pres't. D. J. Wright, treas. S. S. Warner, sec'y. Oct. 2 and 3.

MICHIGAN.

Centerville, St. Joseph county Fair, S. Cross, sec'y. Oct. 8 to 11.

Charlotte, Eaton county Agricultural Society, J. H. Gallery, pres't. N. C. Smith, treas. Geo. A. Perry, sec'y. Oct. 1 to 4.

Fenton, Fenton Union Fair, Frank Heath, sec'y. Oct. 1 to 4.

Hadley, Hadley District Fair, F. A. Smith, sec'y. Oct. 8 to 10.

Hillsdale, Hillsdale Fair, J. F. Fitzsimmons, sec'y. Sept. 30 to Oct. 4.

Holland, Ottawa and West Allegan Agricultural Society, A. C. Vanities, pres't. O. Brayman, treas. John Kertche, sec'y. Oct. 1 to 4.

Litchfield, Union Agricultural Society, R. W. Freeman, pres't. A. J. Lovejoy, treas. L. B. Agard, sec'y. Oct. 8 to 11.

Stockbridge, Stockbridge Agricultural Society, Edwin Farmer, sec'y. Oct. 1 to 3.

MISSOURI.

St. Louis, St. Louis Fair Association, J. K. Gwynn, sec'y. No. 509 Olive Street, Oct. 7 to 12.

Kansas City, Inter-State Fair Association, D. W. Longwell, sec'y. Sept. 30 to Oct. 5.

Palmay, Marion county Fair, Oct. 1 to S. W. R. Sites, sec'y.

NEW JERSEY.

Mt. Holly, Burlington County Agricultural Society, H. L. Budd, pres't. Edward B. Jones, treas. Henry I. Budd, sec'y. Oct. 7 to 11.

Trenton, Great Interstate Fair Association, John Guild Muirhead, sec'y. Sept. 30 to Oct. 4.

NEW YORK.

Owego, Tioga county Agricultural Society, J. C. Latimer, pres't. M. Hastings, sec'y. Oct. 10 to 12.

Riverhead, Suffolk county Agricultural Society, Sylvester N. Foster, sec'y. Oct. 1 to 3.

White Plains, Westchester county Fair, Sept. 30 to Oct. 2.

Schoharie, Schoharie county Agricultural Society, Daniel W. Jenkins, pres't. H. F. Kingsley, sec'y. Sept. 30 to Oct. 3.

Watkins, Schuyler county Agricultural Society, O. H. Budd, pres't. Jos. P. Frost, sec'y. Oct. 1 to 4.

NORTH CAROLINA.

Edenton, Edenton Agricultural Society, Dr. W. R. Carnhart, pres't. John C. Bond, sec'y. Oct. 22 to 25.

Raleigh, North Carolina State Fair, J. S. Carr, pres't. H. W. Ayer, sec'y. Oct. 22 to 25.

OHIO.

Akron, Summit County Agricultural Society, J. W. Keighbaum, pres. Albert Hale, sec'y. Oct. 1 to 4.

Bellefontaine, Logan County Agricultural Society, Geo. A. Henry, pres. S. E. Allmon, treas. Banner M. Allen, sec'y. Oct. 1 to 4.

Bellevue, Huron county Fair, Oct. 1 to 4.

Marion, Marion county Fair, Oct. 1 to 4.

Somerset, Perry county Fair, Oct. 16 to 18.

Attica, Seneca county Fair, Oct. 8 to 11.

Canal Dover, Tuscarawas county Fair, Oct. 1 to 4.

Cadiz, Harrison county Agricultural Society, C. Dickerson, pres't. J. C. Glover, sec'y. Oct. 2 to 4.

Coshocton, Coshocton county Fair Association, Ed. L. Robinson, sec'y. Oct. 8 to 11.

Hamilton, Butler county Agricultural Society, S. K. Hughes, pres't. W. C. Shepherd, sec'y. Oct. 1 to 4.

Lancaster, Fairfield county Fair Association, Jacob Claypool, pres't. W. T. McClenaghan, sec'y. Oct. 8 to 12.

Georgetown, Brown County Agricultural Society, V. K. Thompson, pres. J. W. Hedrick, sec'y. Oct. 1 to 4.

Mt. Gilead, Morrow County Agricultural Society, W. O. Thunna, pres. O. J. Miller, sec'y. Oct. 1 to 4.

Newark, Licking County Agricultural Society, W. H. Horton, pres. W. C. Miller, treas. Ad C. Seymour, sec'y. Oct. 1 to 4.

Russellville, Brown county Fair, Oct. 1 to 4.

New Comerstown, Tuscarawas county Fair Oct. 1 to 4.

Richwood, Union county Fair, Oct. 8 to 11.

Orville, The Central Ohio Fair, Proctor E. Seas, Sec'y and Sup't. October 8 to 11.

Ottawa, Putnam county Agricultural Society, A. L. Paul, pres't. A. P. Sandles, sec'y. Oct. 1 to 5.

Upper Sandusky, Wyandotte county Agricultural Society, G. W. Cliffe, pres't. Henry Kear, sec'y. Oct. 8 to 11.

Wapakoneta, Auglaize County Fair, J. T. Van Horn, pres. M. J. Crawford, sec'y. Oct. 8 to 11.

Niles, Street Fair, Oct. 10th.

PENNSYLVANIA.

Bloomsburg, Columbia county Agricultural Society, J. S. Mensch, pres't. A. H. Yost, sec'y. Oct. 8 to 12.

Forksville, Sullivan county Agricultural Society, M. R. Black, pres't. J. J. Hoagland, sec'y. address, Lincoln Falls, Pa. Oct. 2 to 4.

Greensburg, Greensburg Fair Association, W. T. Holtzer, pres't. D. B. Fisher, treas. M. N. Clark, sec'y. address, Clarksburg, Pa. Oct. 2 to 4.

Lewisburg, Litchfield county Agricultural Society, Jas. H. Sigler, pres't. Thos. W. Moore, treas. A. T. Hamilton, sec'y. Dec. 1 to 13.

Montrose, Montrose Agricultural Society, W. A. Hissort, sec'y. Oct. 1 to 2.

N. Y. (reprinted) Northampton county Agricultural Society, Wm. F. Beck, p. st. J. J. Maus, sec'y. Oct. 1 to 4.

SOUTH CAROLINA.

Columbia, South Carolina State Agricultural Society, Thos. J. Moore, pres't. Thos. W. Holloway, sec'y. address, Pomaria, South Carolina. Nov. 11 to 15.

TENNESSEE.

Dyersburg, Dyer county Fair Association, N. W. Calicut, pres't. T. C. Gordon, sec'y. Oct. 8 to 12.

Paris, Henry county Fair Association, John R. Wright, pres't. R. A. Foster, sec'y. Oct.

Poultry Shows.

NOTE—Unless given, the secretary's address corresponds with that of the show.

CALIFORNIA.

San Francisco. E. H. Freeman, sec'y. Santa Clara, Cal. Dec. 11-17.

COLORADO.

Colorado Springs. F. W. Hitchcock, judge, J. M. Hill, sec'y, 602 East Kiowa street, Jan. 1-4.

CONNECTICUT.

Scymour. G. H. Weaver, sec'y, Dec. 25-27. Derby. F. B. Zimmer, H. P. Scudder and N. A. Nichols, judges, E. M. Hunt, sec'y, Dec. 24-26.

DISTRICT OF COLUMBIA.

National Poultry Show, Washington. Geo. E. Howard, sec'y, Feb. 12-18.

GEORGIA.

Cotton State Exposition, Atlanta. C. A. Collier, sec'y, Dec. 5-12.

INDIANA.

Indiana Pigeon & Pet Stock Association. Frank Erdelmeyer, sec'y, Dec. 2-6.

IOWA.

Ottumwa Poultry Association, Ottumwa. W. S. Russell, judge. C. A. Miller, sec'y, Nov. 21-23.

Iowa State Poultry Association, Ottumwa. Shel-labarger and Emry, judges, W. S. Russell, sec'y, Dec. 2-7.

Mt. Pleasant. W. S. Russell, judge. C. R. Doe sec'y, Dec. 10-14.

Hampton. Holden and Hersey, judges, Paul Jones, sec'y, Dec. 30-Jan. 4.

KANSAS.

Parsons. J. W. Wale, judge. J. R. Alexander, sec'y, Nov. 12-15.

Topeka. Theo. Hewes, judge, D. A. Wise, sec'y, Jan. 6-11.

MARYLAND.

Frederick. Henry C. Keefer, sec'y, Oct. 8-12.

Hagerstown. G. O. Brown, J. H. Drevenstedt, and J. C. Long, judges. John L. Cost, superintendent, Oct. 15-18.

MASSACHUSETTS.

Amesbury. I. K. Felch, judge. E. J. Graves, sec'y, Dec. 4-6.

Northampton. C. H. Tuttle, sec'y, Jan. 7-10.

Boston Poultry Association, Boston. C. M. Weld, sec'y, Jan. 14-18.

MICHIGAN.

Saginaw. Butterfield and Tucker, judges, A. F. Herbert, sec'y, Ionia, Mich., Dec. 10-13.

Concord. I. K. Felch, judge. Jas. A. Tucker, sec'y, Dec. 23-25.

State Show, Jackson. Bridge, Butterfield, Sewell, Tucker, Shifer, judges, F. W. McKenzie, sec'y, Concord, Mich., Jan. 7-12.

Grand Rapids. Hewes and Tucker, judges, Alice M. Mason, sec'y, Jan. 29-31.

Marquette. Bronson, judge, Geo. W. Freeman, sec'y, Jan. 23-26.

MISSOURI.

Mid-Continental, Kansas City. F. M. Stutz, sec'y, 2024 Chestnut street. J. W. Wale, W. S. Russell, Sharp Butterfield, J. H. Drevenstedt, Theo. Sternberg, F. W. Russell and D. T. Heimlich, judges, Nov. 27-Dec. 2.

St. Louis. J. Y. Bicknell, H. A. Bridge, D. T. Heimlich, J. W. Wall and F. W. Hitchcock, judges. C. R. Crouse, cor.-sec'y, Jefferson Bar-lacks, Mo. Dec. 9-14.

Lebanon. Theo. Hewes, judge. C. H. Hinds, sec'y, Dec. 15-21.

Hutchison. Cy Emry, judge, Dr. J. F. McArthur, sec'y, Jan. 1-4.

NEBRASKA.

Tecumseh. Al. N. Dafoe, sec'y, C. A. Emry, judge, Nov. 28-30.

Wayne. L. P. Harris, judge. H. Gregory, sec'y, Dec. 18-20.

NEW JERSEY.

Burlington County, Mt. Holly. Henry I. Budd, sec'y, John E. Diehl, poultry judge. H. L. Koon, Sr., pigeon judge, Oct. 7-10.

NEW MEXICO.

Albuquerque. Snyder, judge, A. F. Overman, sec'y, Jan. 15-19.

NEW YORK.

Meridian. Wm. H. Carr, Jr., sec'y, J. Y. Bick-nell, judge, Nov. 19-22.

Rochester Fanciers' Club, Rochester. W. J. Har-ri-son, sec'y, Dec. 2-6.

Rochester. H. F. Schwab, sec'y, Dec. 16-21.

Singra. Sharp Butterfield, judge, S. K. Wilcox, sec'y, Dec. 31-Jan. 2.

Hamburg. F. C. Pease, sec'y, Jan. 6-10.

New York Poultry and Pigeon Association, Mad-ison Square Garden, New York City. H. V. Craw-ford, sec'y, Montclair, N. J. Feb. 1-6.

NORTH CAROLINA.

North Carolina State, Raleigh. John Nichols, sec'y, Oct. 22-25.

OHIO.

Cleveland and Ohio State (Columbus), Cleve-land. Pierce, Butterfield, Bridge, Barker, Murphy and Weston, judges, W. S. Rowe, sec'y, 18 Herscheur St. Dec. 4 to 11.

Tri-State Poultry and Pigeon Association, East Liverpool. J. A. McIntosh, sec'y, Dec. 4-14.

Tiffin. J. Y. Bicknell, judge. D. S. Biller, sec'y, Dec. 17-21.

Alliance. Sharp Butterfield, judge, C. S. Ang-le-meyer, sec'y, Dec. 26-31.

Dayton. I. K. Felch, judge, C. H. Clark, sec'y, 136 Hawthorn street, Dec. 26-31.

Findlay. R. M. Wise, sec'y, Jan. 1-4.

Washington. C. H. W. R. Dalby, sec'y, Jan. 4-8.

Bloomington. J. B. Feele, sec'y, Jan. 6-10.

Toledo Fanciers' Association. John Davidson, dog judge; Sharp Butterfield, poultry judge; A. Muehlig and A. W. McClure, pigeon judges; A. W. Bell, sec'y, Jan. 28-31.

PENNSYLVANIA.

Pittston. F. P. Cospser, sec'y, Dec. 17-21.

RHODE ISLAND.

Rhode Island Poultry Association, Providence, H. S. Babcock, sec'y, Dec. 10-14.

TENNESSEE.

West Tennessee Poultry Association, Jacks-on. C. A. Emry, judge, H. M. Dawson, sec'y, Jan. 6-10.

Nashville. A. R. Gray, sec'y, Jan. 14-18.

TEXAS.

Dallas Exposition, Dallas. C. A. Cour, sec'y, Oct. 19 to Nov. 3.

Fort Worth. D. O. Lively, sec'y. D. M. Owen, judge, Dec. 10-12.

State Show, Galveston. J. G. McReynolds, sec'y, Neches, Tex. Dec. 17 to 21.

UTAH.

Salt Lake City. J. W. Haslam, sec'y, Jan. 6-10.

VIRGINIA.

Virginia State, Richmond. Wm. G. Owens, sec'y, Oct. 8-12.

Roanoke. J. H. Drevenstedt, judge. Frank A. Lovelock, sec'y, Salem, Va. Dec. 4-7.

WASHINGTON.

Tacoma. Theodore Sternberg, judge, F. A. Row-sell, sec'y, Dec. 31-Jan. 4.

Seattle. I. K. Felch, judge, W. B. Goodrich, sec'y, Jan. 22-28.

BRITISH COLUMBIA.

Vancouver Poultry Association, Vancouver. Cor- Spice, sec'y, Jan. 7-11.

Oct. 16. Eastern Synod of Reformed church in the United States, Shamokin, Pa.

Oct. 8 to 10. 31st annual convention of Pennsylv-ania State Sabbath School Association, at Williamsport, Pa.

Oct. 11 to 13. Young Men's Christian Association third district convention, Cohoes, N. Y.

Oct. 10 to 13. Young Men's Christian Associa-tion, State convention, Wausau, Wis.

Oct. 15, 16. Kane county annual Sunday School convention, Dundee, Ill.

Oct. 10. Oregon Knights Templar Commandery Albany.

Oct. 14 to 16. Idaho grand lodge, I. O. O. F. Cald-well.

Oct. 21. State Suffragist's Convention, Ashla-bula, O.

Oct. 22, 23. River convention, Vicksburg, Miss.

Oct. 8. Lucas county Old Settlers' Association, Chariton, Ia.

Oct. 14 to 16. American Purity Congress, at Baltimore, Md.

Oct. 24 to 26. Missouri Press Association, Pertle Springs, Mo.

Oct. 18. Mystic Shriners, Grand Rapids, Mich.

Oct. 17 to 19. Northeastern Iowa Educational Association, Charles City, Ia.

Oct. 9, 10. 9th Reunion of the 26th Illinois Infan-try, Watseka, Ills.

Oct. 9. National Republican Vigilant Associa-tion, Negro National convention, Baltimore, Md.

Oct. 11. Seventh Michigan Cavalry Association, Saginaw, Mich.

Oct. 22 to 24. Fifth General District Convention Dayton, O.

Nov. 5, 6. State Federation of Clubs, (Women's) Grand Rapids, Mich.

Nov. 19. National Manufacturers' Association, Chicago, Ills.

Nov. 29, 30. Congress of Librarians, Atlanta, Ga.

Nov. 12. Texas Irrigation Association, at San Antonio, Tex.

Dec. 6, 7. Reform Press Association, Lawrence, Kas.

RACES, ETC.

Oct. 8, 10. New Hampton Racing Association, New Hampton, Ia.

Oct. 11. Decatur Wheelmen's Club, Decatur, Ills.

Oct. 22. National Circuit Race Meet, Pueblo, Colo.

ENCAMPMENTS.

Oct. 16 to 18. National Encampment of the Union Veteran Legion, Buffalo, N. Y.

SHOWS.

Sept. 30 to Nov. 2. Fourth Annual Food and Health Exposition, Brooklyn, N. Y.

Nov. 14, 15. Flower Show, Houston, Tex.

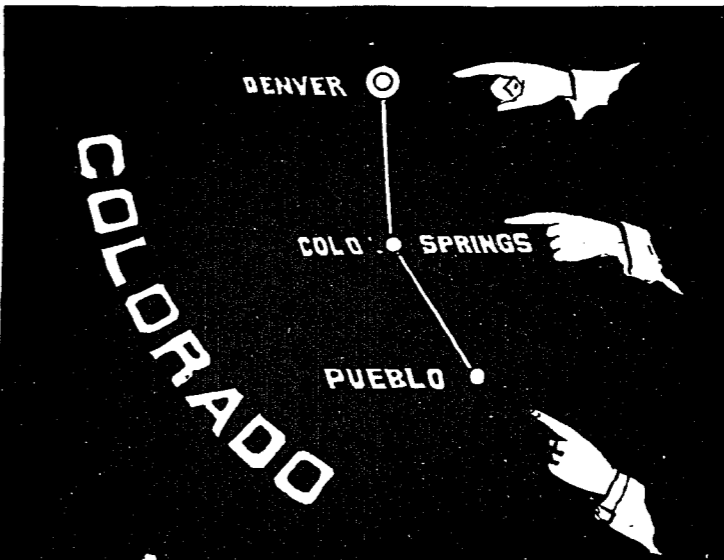
Nov. 11 to 16. National Horse Show, Madison Square Garden, New York.

Nov. 6 to 16. American Horse, Fat Stock, Dog and Poultry Show, Chicago, Ills.

DO YOU WANT IT? COLORADO. WE CAN GIVE IT TO YOU.

THE Curran Co.

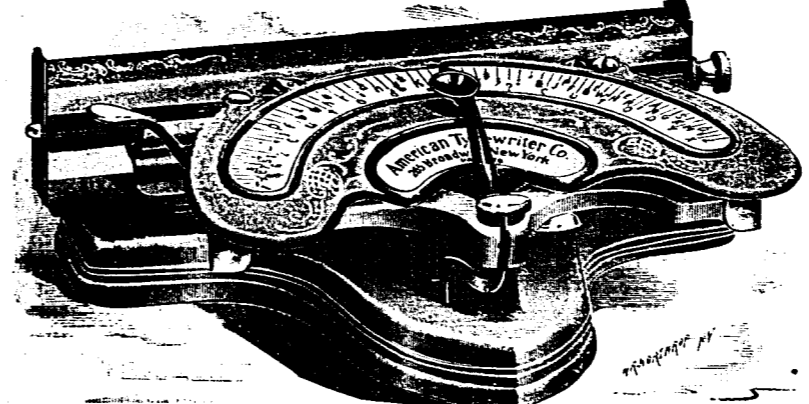
Main Office, Denver, Colo. Branches, Colorado Springs and Pueblo.



Controls the Big 3 Distributing Points for Bill Posting, Distributing, Wall and Fence Advertising Signs.

Be sure to have your ad. in the Christmas number of "BILLBOARD ADVERTISING." Magnificently Illustrated. WE EXPECT YOUR AD. IT'LL BE A BOOMER.

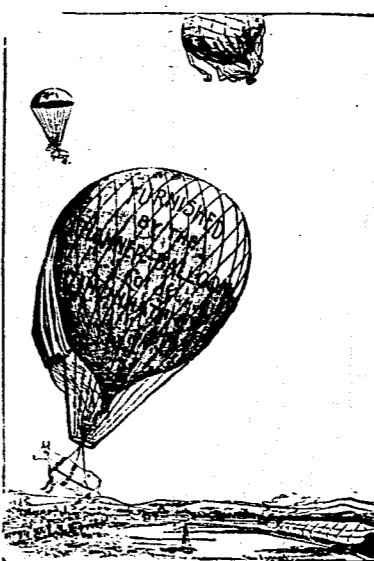
Have you seen the New Model No. 2 Improved American Typewriter? \$8



Contains New Ideas and Improved Construction developed in the manufacture and use of thousands of the No. 1. It is a marvelous combination of simplicity and capability, being rapid, durable, portable, and serviceable. Writes in sight; uses no ribbon, but prints direct from the type, which, combined with the perfect alignment, gives results unexcelled by any; handsomely enameled and nickelled; every machine is guaranteed. Our Third Year and No Competitor. Send for catalogue and letter written with it. AMERICAN TYPEWRITER COMPANY CITY HALL SQUARE, NEW YORK.



THE JOHN CHAPMAN CO. LICENSED CITY AND SUBURBAN BILL POSTERS, DISTRIBUTERS, ART BULLETIN ADVERTISERS, PASTE MANUFACTURERS. 19 Longworth St., Telephone 2314. CINCINNATI, O.



For Ascensions Of Any Description, Address, The Great Hanner Balloon Co. CINCINNATI, OHIO.

Bill Posters! Best Paste Brush Handle on Earth. I HAVE THEM. YOU NEED THEM. MACK W. PEACHEE, 16 Water Street, INDIANAPOLIS, IND.

CONTRACTS SOLICITED FOR

Distributing

All Kinds of Advertising Matter, by the

International Association of Distributors OF NORTH AMERICA.

Reliable Members Only. Affidavits Furnished Prices Low consistent with Good Work. W. H. STEINBRENNER, Solicitor, No. 811 Vine Street, CINCINNATI, O.

Holiday and Commercial Posters. Our catalogue of new Holiday and Commercial Posters, suitable for every business, is now ready for bill posters. Send your name in at once if you want one. They are FREE. Besides the commission we allow you, you get the posting to do! They will sell on sight. The Donaldson Litho. Co. Cincinnati, O. Business Boomers. Make Your Business Boom.

BOISE, IDAHO. SPAULDING & GORDON, CITY BILL POSTERS AND DISTRIBUTERS. CAPACITY. Ten 4x7 Stands, One 4x12 Stand, One Hundred 3-Sheet Scattering Stands, Two Hundred 1-sheet Scattering Stands, One Hundred 1-sheet Boards to be listed. We pay rent for our locations and can guarantee. REFERENCES:—First National Bank; W. S. Whitehead, druggist; E. B. Lage, postmaster. Member Associated Bill Posters' Association. R. G. SPAULDING, Manager.

We Print Posters Properly. It's worth a great deal more to have your posters done right. And our prices are as low, and even lower than others who do inferior work. Designs and estimates furnished. Correspondence solicited. Advice free. BILL POSTERS: This diagram represents a strong Three-Sheet Poster, designed for your own use. It will advertise your business on your own boards. Strong, brief, and to the point. We furnish them as per diagram, printed Red on White, Red on Yellow, Brown on White, Brown on Yellow. Furnish them all one color or assorted at the following prices: 25, . . . \$2.25 100, . . . \$ 5.50 50, . . . 3.75 200, . . . 10.00 75, . . . 4.50 500, . . . 20.00 Hennegan & Co. 127 East Eighth Street CINCINNATI, OHIO.

Stop! Look and Read! **LIMA, OHIO,** Pop. 20,000

**HUIEST-STOUT SIGN CO.**  
(INCORPORATED)

**LICENSED CITY BILL POSTERS,**  
ADVERTISING SIGN CONTRACTORS.  
**213 N. EIGHTH STREET, ST. LOUIS, MO.**  
Own and Control 31,800 Linear Feet of Bill and Bulletin Boards in St. Louis and Suburbs.

**Bill Posting Plant For Sale**

Or TRADE, doing fine business, must leave on account of health. Best Plant of its size in Ohio. For price, etc., address **W. C. TIRRILL, City Bill Poster.**

**This is Ramsey of Lexington.**

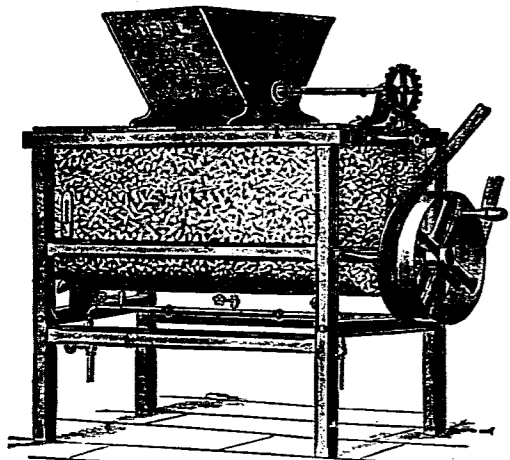
Don't Overlook Lexington, The Queen Of The Famous Blue Grass Region of Ky.



**HE POSTS BILLS? NO.**  
IS THE BOSS. HE OWNS LEXINGTON. THE BOSS SEES THAT ALL YOUR BILLS ARE POSTED RIGHT. SEES THAT THEY ARE NOT COVERED TIL TIME IS UP.  
**Yes, You Pay Him 7 Cents for 30 Days or NO POST.**  
Distributing! Should Say So. Got 2 Good Men. Don't Do Anything Else.  
137 E. Main.  
**L. H. Ramsey & Co.**



This Is The Joint, Drop in When you Are in Town, Good Place to Loaf.



**The Ideal Paste Machine**

Manufactured by the **IDEAL PASTE MACHINE CO.**

This Paste Machine is to-day the simplest piece of mechanism on the market. Easy to operate, can be run by hand or steam power. Size of machine, 4 feet 4 inches long, 23 inches wide, 5 feet 5 inches high.  
Write us for printed matter.

**IDEAL PASTE MACHINE CO.**  
DAVENPORT, IOWA.

Write To **Montague & McHugh Fairhaven, Wash.**

For Information Regarding The Famous **WASHINGTON CEDAR SHINGLES.**

When you write, mention *Billboard Advertising*  
**Chas. H. Day's Circus Story,**  
**"Young Ad. Forepaugh,"**  
**THE ELEPHANT TRAINER.**  
Mailed on receipt of twenty cts. **L. H. DAY**  
WHITNEYVILLE, CONN.  
When you write, mention *Billboard Advertising*.

**HIGH-CLASS Half-Tone ENGRAVING.**

SEND A good Photograph and Get a Good Cut.



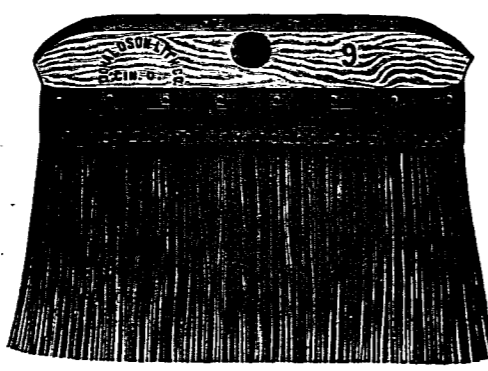
PRICES:  
3x4, \$3.00  
3 1/2 x 4 1/2, 3.25  
4x5, 3.50

PRICES:  
2x3, \$2.50  
2 1/2 x 3 1/2, 2.65  
2 3/4 x 3 1/2, 2.75

SEND The Money With The Order.

**The Helleberg Photo-Engraving Co. Cincinnati**

When you write, mention *Billboard Advertising*.



**THE DONALDSON BILL POSTERS' PASTE BRUSH**

COPPER BOUND & STEEL RIVETED THE BEST AND MOST DURABLE OF THEM ALL.

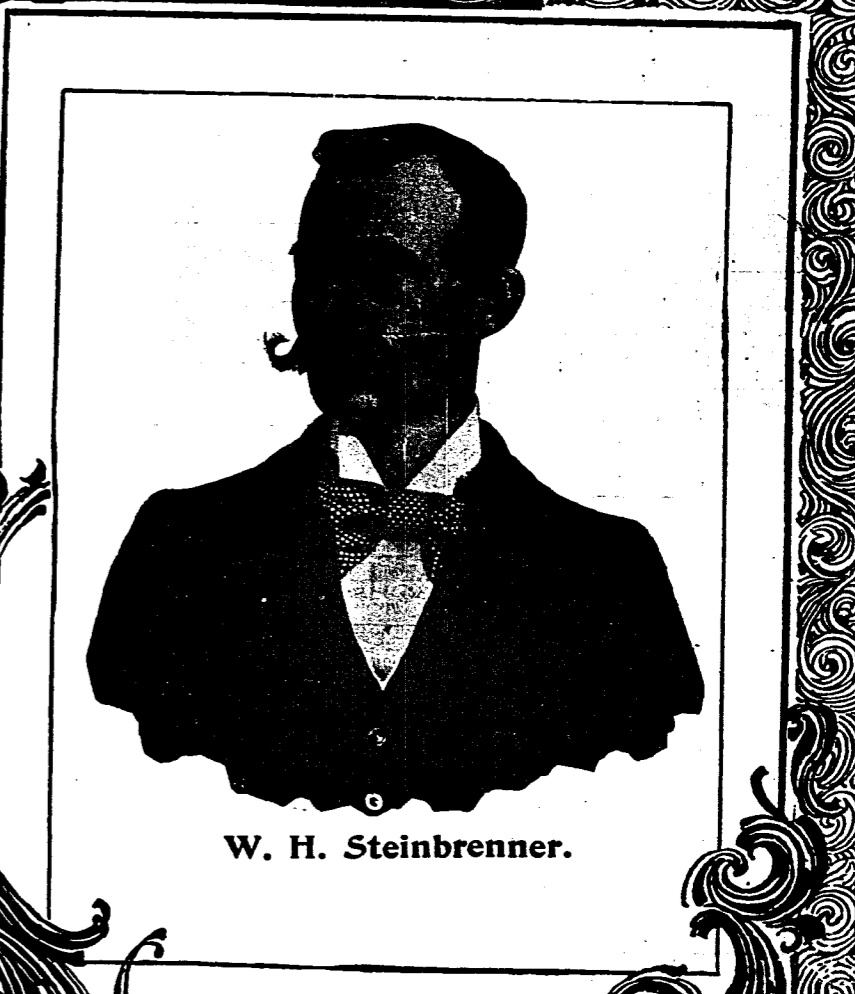
PRICES:  
10 in. each, \$3.75 | 10 in. doz, \$40.00  
9 " " 3.25 | 9 " " 36.00  
8 " " 2.85 | 8 " " 32.00

SEND YOUR ORDER TO **The Donaldson Litho. Co. CINCINNATI, OHIO.**

THIS SPACE RESERVED BY **THE INTER-STATE BILL POSTERS' PROTECTIVE ASSOCIATION.**

# BILLBOARD ADVERTISING

A Magazine for Business Men who think.



W. H. Steinbrenner.

November, 1910

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two lines Display Advertisements under this heading, 25c for one insertion, 60c for three insertions, 75c for four insertions, \$1.00 for six insertions. Larger cards, 75c per square line.

DENVER, COLO. The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 185,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Delaware, O. G. D. McGuire, City Bill Poster, Distributor. A. C. H. Mesler, City Bill Poster and Distributor, Port Jervis, N. Y.

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor.

Perth Amboy, N. J., Pop. 13,000 Geo. Searies, City Bill Poster and Distributor.

Waverly, N. Y., Sayre, Pa., Population 10,000. Address, Mm doch, & Co., Waverly, N. Y.

Western Bill Posting Co., Owners of all Advertising Spaces Salt Lake City, Utah.

Grand Junction, Col. Pop. 4,000, Bill Posting, Distributing, Tacking, etc. Circulars mailed, or list of names of residents of Mesa county furnished, best of reference: Edwin A. Haskell.

Leonia, N. J. M. L. Deiby Bill Poster and Distributor 3000 feet of boards.

Laconia, N. H., pop. 15,000, Foshom Opera House, Driving Park and Show Grounds, J. F. Harriman, Manager, owns all boards in city and suburbs.

Fort Scott, Kas. Pop. 14,000, Harry C. Kernalch, City Bill Poster, Lithographer and Programmer. Cards tacked up and samples distributed. FIVE FORT SCOTT, KANSAS, ON YOUR LAST.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Boonville, N. Y. Wm. Comstock, City Bill Poster. Owns and controls all boards.

Moline, Ill. F. W. Stuhl & Co. Bill Posters and Advertising Agent.

Milford, Mass. Population 10,000. W. E. Cheney, City Bill Poster, Distributor 21 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city. Baggage and scenery truck express, etc.

Sioux City, Iowa, pop. 10,000, Posters, Distributor and Tacker. We do all kinds of advertising & guarantee work. Sioux City Bill Posting and Advertising Co. [Licensed] Member A. B. F. A.

Pasadena, Cal. City Bill Posting Co. "D. Coyle, Mgr. Geo. F. McClain, Prop.

Indianapolis, Ind., Pop. 105,436, Indianapolis Bill Posting Company, 637 N. Pennsylvania Street.

Los Angeles, Cal. Pop. 85,000, City Bill Posting Co., 254 S. Main street, Geo. F. McClain, Pro. F. E. Holtzlander, Mgr.

Waukesha, Wis., pop. 9,000, All boards owned and controlled by Cad. F. Mevick, 638 Mason street.

Washington, Ind. has a population of 10,000 Write Horral Bros about posting.

Pana, Ills. Pop. 7,000, LOU ROLLEY, Bill Poster, controls all the 4ma boards: 510 ft. of desirable locations.

Bethlehem, Pa., pop. 25,423, South and West Pa. Grohman Bill Posting and Distributing Co.

James E. Henry & Son, Up-to-date Bill Posters and Distributors Detroit, Mich. Established 1865.

Carbondale, Pa. Carbondale City Bill Posting and Distributing Co. J. O'Hearn, Manager.

Prairie City, Iowa, Write to W. S. Parker, City Bill Poster and Distributor.

J. E. Williams, Oshkosh, Wis., City Bill Poster and Distributor. Reliable and definite service. Population 22,826. Own all boards in the city, 30,000 square feet "I have troubles of my own; don't" etc.

Wilmington, Del., pop. 70,132, Geo. W. Jackson, City Bill Poster and Distributor, 907 Orange street When you write, mention Billboard Advertising.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

South Framingham, Mass. W. H. Trowbridge, Bill Poster, Five towns.

Owatonna, Minn. Morehouse Bros., City Bill Posters.

Waukegan, Ill. G. Raney & Son, Distributors, Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000.

Lima, Ohio. Pop. 20,000, W. C. Tirrell, City Bill Poster and Distributor. Work promptly done.

Manchester, N. H. Frank P. Coffey, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester st.

Bowling Green, Ky., Pop. 10,000, All Desirable Boards controlled by J. M. Robertson, manager Opera House.

Display Advertising, TO RENT, 1000 spaces on bill boards for painted signs, each 150 square feet. Located in New England towns and cities. Location of boards guaranteed first-class. Location of C. S. KLEIN, Bill Posting and Painted Sign Board Advertising, 47 Main street, Fitchburg, Mass.

San Antonio, Texas, Pop. 40,000, Texas Advertising Co., City Bill Posters and Distributors, 1012 Alamo Plaza, Weekes Bldg., P. O. Box 800. Signs painted and tacked up.

Albuquerque, N. M., Pop. 40,909, The H. and A. Bill Posting Co., Own and control all bill boards. Also do printing, tacking, fence painting, mailing.

Victoria, British Col. Pop. 20,000, The Victoria Bill Posting Co. own an control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMESON, Manager, P. O. Drawer 28.

Laurence, Kas. Pop. 15,000, A. M. Poff, City Bill Poster and Distributor.

Meridian, Miss. Pop. 15,000, L. D. Honer, City Bill Poster and Distributor.

Northfield, Minn. Pop. 4,000, H. U. Bauer, Bill Poster and Distributor. Board capacity: 900 sheets.

New Hampton, Iowa, R. E. Garver, Bill Poster and Distributor. Circulars distributed in Northern Iowa. Honest work. Reasonable Rates. Reference furnished.

W. E. PATTON, Corinth, Miss., Bill Poster and Distributor. Reference furnished.

Greenville, Miss., For Bill Posting and Distributing, address, L. Hexter, manager Opera H. use.

St. Charles, Mo. Pop. 10,000, City Bill Posting Co., own and control all bill boards, also do Distributing, Tacking, etc. Circulars mailed, or list of names of residents of St. Charles City and County furnished. Send for prospectus.

Waukesha, Wis., City Bill Poster and Distributor, 638 Main.

Camden, Me., Wm. H. Hemmings, Bill Poster, First-class Distributor, 401 1/2 Bids.

Clinton, Ills., John B. Arthurs, City Bill Poster, Manager New Opera House.

Lexington, Ky., Ramsey & Co., Licensed Bill Posters and Distributors. White men do our distributing. Circulars \$1.50 per 1000, one in each house; if books, \$2 to \$3 per 1000. Samples according to size. Satisfaction guaranteed.

Champaign, Ills., J. W. Mulliken Bill Posting Co., Special attention to posting and distributing.

Dalton, Ga., D. E. McKAMY, Bill Poster.

Pocatello, Idaho, J. W. KELLEY, Bill Poster.

Wallace, Idaho, Oscar d'Alene Mines, J. C. Campbell, Bill Poster and Distributor, References.

Caldwell, Kas., S. H. HOKNER, City Bill Poster.

Memphis, Tenn., Van Beuren & Co., Bill Posters and Distributors, 224 Second street.

Palatka, Fla., W. S. Nugent, Bill Poster and Distributor.

Woodland, Cal., Dietz and Glendenning, Bill Posters. 6no.

Shelbyville, Ind. T. F. Chaffee & Son County and City Bill Posters & Distributors When you write, mention Billboard Advertising.

Classified Advertisements.

AMERICAN BILL BULLETIN.

Arabs, A Wonderful Troupe of Performers, Arabs, Circus, Artistic, strong, 10 Union Square, New York City.

N. M. Forsman, Peoria, Ill. Makes a specialty of One Unique and Original Balloon, Ascension, Parachute, etc.

FIREWORKS, Write for our descriptive literature, Maston & Wells, Fireworks.

Shedman's Coursing House, W. S. Shedman, 88 and 90 Centre, New York.

Chas. Fenz & Co., New York, 103 E. 14th st. Furnish all kinds of Open Air Attractions for Fairs, Fetes, etc.

Balloon Ascensions, And Parachute Drops of Every Description Wm. H. Hanner, Cincinnati, O.

Fair Signs and Posters, The Donaldson Litho Co., Cincinnati, O.

Fair Grounds Attractions, Of Every Description, Cincinnati Amusement Agency, 127 E. 5th st., Cincinnati, O.

The Only Comedy Attraction for Fairgrounds, Forepaugh's Yankee Farmer James B. Macke, Address, care of Donaldson Litho Co., Cincinnati, O.

Balloon Ascensions, Jewell Bros, Aeronauts, Trenton, N. J.

Jockey Pony Hippodrome, Situated on a first-class attraction for Fairs, Chariot Races, Roman Standing Race, Pony Flat Races, etc. Address R. E. Macke, Manager, Batavia, Ills.

DISTRIBUTERS' DIRECTORY.

We guarantee that advertisers will receive reliable service from any firm or individual advertiser appears in the Bulletin. We receive from minors and minors and integrity and all applications for space.

Bill Posting and Distributing, Bill posting, signs tacked, no guarantee.

Fall River, Bristol Co., Mass., C. A. Page, Distributor, 143 1/2 Broadway.

Richmond Hill, L. I., Circulars distributed honestly in Queens County by L. Bangert.

Boston, Mass., 1500 Washington St., Wm. E. Prescott, Distributor of advertising matter. Advertisers write at once.

Rochester, N. Y., If you have advertising matter which you wish to send out, notify us and we will send you prices and highest results. E. Strofer Co., 114 Weld street.

Newark, O., Licking Distributing & Mailing Agency, Advertising of all kinds handled, also tacked up. Low rates. Reference given. 11 1/2 South Side square.

Valparaiso, Indiana, Distributing in Porter co. J. H. McGill.

Matawan, Monmouth Co., N. J., Lloyd's Distributing Agency, Box 67.

St. Charles, Mo., B. F. Bruns & Co., Advertising Distributors.

Hackettsstown, N. J., C. A. McLean, Distributor, signs tacked.

Newport, Ky., G. H. Otting & Son, Bill Posters and Distributors, 608 York street.

Grand Rapids, Mich., George M. Leonard, Reliable Distributor.

Nashville, Tennessee, Circulars, etc., distributed, cards mailed \$1.50 per 1000 up. James L. Hill, 323 Broad street, Nashville, Tenn.

Seranton, Lackawanna Co., Pa., Joseph H. Beltz & Sons, General Advertising Agency, Write to us, 651 Deacon street.

Carthage, Mo. Pop. 10,000, Joseph Barratt, Distributor, Sampler and General Advertiser.

Cincinnati, O., Distributing, Reliable, prompt, Reference Population 350,000. Address, W. H. Steinhilber, 313 Vine, Cincinnati. When you write, mention Billboard Advertising.

Classified Advertisements.

DISTRIBUTERS' DIRECTORY.

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Chester, Conn. Chas. E. Lord, Entire or any part of the State posting also.

Washington, D. C., PRINTZ & CO., 720 9th Street, N.E. Distributors of advertising matter. Write us.

Boston, Mass. Pop. 600,000, J. P. McWhirk, General Advertiser Distributor.

Manchester, N. H., D. J. Lefebvre, Advertising Matter Distributor.

Louisville, Ky., H. Taylor, General Distributor, First class service, 542 Second St.

Miner, Ala., B. E. Evans, General Distributor and Bill Poster. I want your work.

It Will Pay Distributors, To keep your ads. in this column.

Advertising of all kinds handled with care, signs tacked, rates low, reference The Licking Ist. & Mailing Agency, 11 1/2 South Side Square, Newark, Ohio.

Cumberland, Ind. Chas. Caylor Distributing matter in Marion and adjoining Counties.

Marquette, Wis. Menominee, Mich. Pop. 15,812 - Adjoining - Pop. 12,524 Wm. H. Earle, Marquette, Wis. Reliable Distributor. Your contracts solicited.

Cincinnati, O. H. E. Weisner, Distributing, sign tacking, South & West.

Molra, N. Y., F. W. Bucklin, Reliable Distributor, Reference furnished.

Millersburg, Dauphin Co., Pa., Roscoe C. Binkle, Distributor, Water m.

R. H. Johnston's Distributing Service, 311 Union Trust Bldg. St. Louis, Mo.

Boise, Idaho, Spaulding & Gordon, Reliable Distributors and Sign Tackers. We pay rent for our locations and can guarantee.

Western Bill Posting Co., General Distributors, Salt Lake City, Utah. When you write, mention Billboard Advertising.

EXPERT AD. WRITERS.

Ads that will make your business grow." Chas. A. Woolfolk, 446 Main St. Louisville, Ky.

Advertisement Writer, J. H. SUBERS, 4 New Chambers St. N. Y.

Five great ads for your business for \$2. Send stamp for booklet, Th. Frank Winchester, 22 Ashford St. Brooklyn, N. Y.

Cities and 4 Retail adv. for \$1.00 up to date proofs free. Margie Bowman, 114 Adams St. Buffalo, N. Y.

Robert B. Dayton, Ky.

D. E. Arnold, 73 Nassau Street, N. Y.

G. F. McHenry, Newport, Ky.

Bert M. Moses, Brooklyn, N. Y. When you write, mention Billboard Advertising.

Have You Subscribed for BILLBOARD ADVERTISING?

Gets an AUTOGRAPH PLATE FREE.

Robert B. Royne

With a yearly subscription at \$1 a facsimile of your signature engraved and plate for printing sent free. Write names with black ink and enclose the amount.

BILLBOARD ADVERTISING, Eighth St., CINCINNATI, O.

PUZZLE FOLIO, fine adv. idea at \$1 a 1,000 Samples for stamp, QUIVER, Buffalo, N. Y.

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. IV, No. 4. CINCINNATI, NOVEMBER 1, 1895. PRICE 10 CENTS PER YEAR, \$1.00

BILL BOARD ADVERTISING.

The popularity of bill board advertising to-day is the wonder of the times; it is sought after by houses long established and, not the less, by those who are just launching into the business world. Our correspondence from all over the country furnishes universal reports, especially from the larger cities, that the business is on the boom and that the larger bill posting firms are crowded for space. With us, in the Metropolis, this has been the prevailing rule for the past three or four years, except, of course, during the dull season of the business in July and August of each year.

The circus and show people have for many years depended largely on bill board advertising for their publicity, yea! their very existence, and it is only within the past few years that the larger commercial firms have adopted display advertising as a medium, and how well this has paid them we are unable to say, but the facts of their repeated orders, with increase of time and space, is indicative that the bill posting done in larger cities, with strong lithograph posters, must have yielded them handsomely.

Absolute service is guaranteed by us to all advertisers; lists of open locations are furnished in advance and contracts are fully carried out in every instance, renewal paper being furnished by the advertiser to keep the showing complete. The posting of years ago, such as snipes, 1/4 and 1/2 sheets, etc., etc., posted as chance might offer, on such places as boxes, barrels, brick piles, and every conceivable place in the larger cities, has been largely done away with, though we see no reason why a line of this fly posting, as we term it, should not always prove beneficial when properly and thoroughly done. Experience has taught us that the only way to secure and hold a show on outside or fly posting is to use large quantities of such posting by the week, and keep it continually before the public, on avenues, drives, principal cross-town streets, ferry entrances, docks and the thousand-and-one places where such small, or fly posting, can be used, but, of course, this line of posting cannot be listed or guaranteed. It is on the large lithograph posters that the advertiser gets a guarantee of service.

Display advertising is the most natural medium of publicity in existence. Long before newspapers and other periodicals were in circulation it was the ancient custom to engrave, letter, write and post in public places all notices to engage the attention of the public to the various notices

posted and tacked thereon. If our ancient friend, Mr. Collingwood, was to return to earth again and visit the many poster and printing establishments in the Metropolis, Boston, Philadelphia, Baltimore, Cincinnati, Detroit, Cleveland and Buffalo and witness the mammoth presses, running day and night, ten months out of each year, turning out posters by the millions in various colors and designs, running from one press to another, and thence over hot rollers and finally finished in beautiful colors, advertising almost every-

ble beginning, and hail with pride the progress which has been made during his absence. The show people take great care, and give closer attention to their poster printing than is the custom with our commercial men. The showman gets designs from the various lithograph establishments of the country in the way of sketches, drawn to a scale, and use one-sheet, three-sheets and stands. The stands usually average from 23 1/2 feet long by 10 feet high to 35 and 36 feet long by 10 feet high. The lithographer's artist visits the theatre where the play is being rehearsed; sketches of the various scenes are worked up into form and reproduced in large and small posters. Many of our commercial advertisers take quite as much time and trouble in arranging their printing, but the majority do not; we only wish that they would do so, and whenever such commercial advertiser takes the same care and attention that the showman does the results are always beneficial and satisfactory. As a rule when commercial advertisers secure the advice of any of the leading bill posting firms or printing establishments of this country about their posters the results in the way of bill board display advertising are sure to be satisfactory. The great trouble we have in most instances with orders from commercial firms is that they first place their order with any printer they happen to know and send a six-dollar-a-week clerk to interview the bill poster and make the arrangements to have the posters "stuck up" as cheap as possible; such advertisers invariably meet with failure from the start, and forever after are sore on the bill poster—thinking they have been robbed. There is a right way to do everything, and the right way to secure a satisfactory display on the bill boards and bulletins in the Metropolis, or any other large city, is to pay a visit to the principal bill posting firms or send for their representatives, explaining your ideas fully; amount of money to be expended; time contract is to run and the territory, either in the city or country, to be covered, and in this way the advertiser gets all the facts and information as to size of posters used, and what will make the largest and best display for the money to be invested, and then secure a special rating on the bill posting firms who furnish sketches, designs, etc., and take the same business precaution you would if you were to open a credit account with any new business firm, to whom you had to intrust a line of goods for the same amount of money you proposed to invest on the posting contract. In this way the advertiser is always on the safe side.

Their are advertising agencies who make



Clarence E. Runey.

he was required to cry out, and he conceived the idea of erecting a bulletin and billboard stand, which he did, and leased from the owner of some vacant lots situated opposite the town hall, with the privilege of erecting and maintaining a bulletin board, and then commenced to write and engrave, post and paint such notices as he had been accustomed to cry out in the streets. After that the public of London were accustomed to congregate from time to time during the day in front of the bulletin board and read the various notices

thing under the sun, and then take a trip through the Metropolis and suburban territory and see the hundreds of large protected bill boards built of solid iron on roofs of nearly every low building, on the lines of the various "L" roads, and the thousands of protected bill and bulletin boards, from 10 to 30 feet high and from 25 to 300 feet long, erected on vacant lots in all the avenues, principal cross-town streets, boulevards, drives, entrances to parks, etc., etc., throughout the city, he would surely be well satisfied with his hum-

it their business to contract for bill posting and advertising—some are good and some are bad, just the same as in any other line of business. We only know of a very few such firms in this country who are worthy of confidence and recognition, and who will treat an advertiser as a banker or broker would do. There are many others (we know most of them), and as a rule they are out for what they term "the dust," and in securing the advertiser's "dust," they invariably "kill the goose that lays the golden egg," while if such advertisers were to get started right they would be sure to meet with success from the start.

It costs the public nothing to view the display advertising in the Metropolis or any other city; no newspapers, magazines or other periodicals to buy; no nickel-in-the-slot or car fares required. Is it a wonder that bill board advertising is so popular; is it strange that it is creating such widespread comment, and can you wonder that it is being adopted by many of our foremost merchants the world over?

We are firm believers in all legitimate advertising, but can only recommend four mediums as being factors. First on the list, of course, comes newspapers, and second posting and sign advertising, third distributing from house to house, and fourth the "I," and surface car lines; they are all good mediums, and when used jointly one helps the other, and satisfactory results are sure. We have never yet seen a novelty advertising scheme that has proved beneficial to any advertiser; they are failures from the start, and we cannot call to mind one single success in the way of a novelty advertising scheme. The bill board bulletin advertising business in the Metropolis to-day was never in better or more satisfactory shape. The three principal firms engaged therein A. Van Beuren & Co., Harry Munson and Regan & Clark, have within the past month formed a contract and agreement between themselves to conduct their business under specified rules, with several thousand dollars deposited with the Washington Trust Company as a guarantee of good faith each to the other. This insures the advertiser getting satisfactory service at a universal cost for the same, which cost is made as modern and fair as bill board and bulletin display advertising can be done in the Metropolis and suburban districts—*Art in Advertising.*

**PICTURES IN ADVERTISING.**

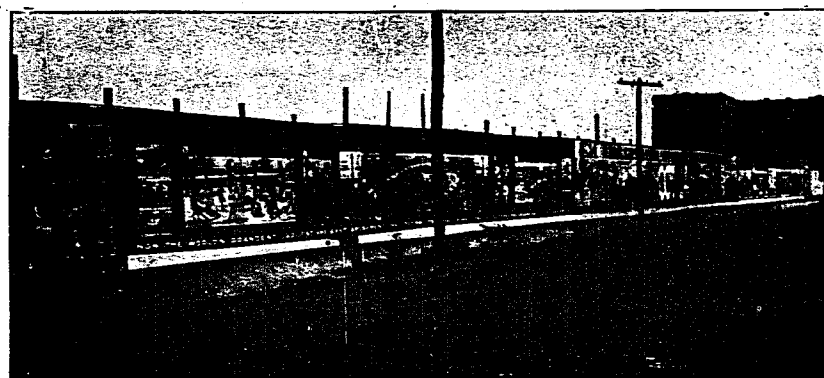
By Joel Benton.

We seem to be living in an age of art. The new processes and methods, which modern invention has brought about, make pictures accessible for all purposes, utilitarian and decorative. The cheap ten-cent magazine owes an overwhelming part of its attractiveness to the illustrations, which only a few years since would have been unattainable; or if their equivalent was procured, too costly to be considered. It is quite evident, too, that we have not got to the end of this development. There are other ways which will be soon found out, and other effects than those produced by the so-called "process" style must yet appear. But we have also left in desuetude some fashions too good to pass out of existence. There is the old

Bewick fashion, still intensely interesting which makes the surviving books that contain the Bewick cuts, in excellence, much-sought after—to say nothing of the silhouette and the mezzotint, the last of which figured with admirable art quality in the old "Annals" that addressed the public between every Christmas and New Year's.

So good were some of these pictures that any survivor of the time when they were dominant need not blush for them, or be ashamed to have them compared with our best specimens of contemporary periodical art.

In considering the application of pictures, however, to utilitarian and especially to advertising purposes, it must be remembered that we have got to work with the machinery of rapid printing, applied to large editions. Even our best magazines do not treat us to etchings, because the cost of them makes their magazine use impracticable. One could be inserted



A Billboard in Vicksburg, Miss. That was covered by six men of Car No. 1, of the Walter L. Main Show in 56 minutes.

no doubt, but I believe none ever has been. If an advertiser, with much money to spend, should wish to do so it might prove a hit. He could possibly bear the expense of this, or of the now little known and mostly forgotten mezzotint, if he should fish out some discoverable old plate, and affix thereto his saponaceous or medicinal legend.

There is too little use among us as yet of the inserted red, green or orange leaf in the advertising pages of our magazines, as the English publisher does this. A leaf inserted, containing the very brilliant modern and quite recent colored photographure, would make a striking illustration. All eyes would see it and see it to admire. Illustrations, like Flaxman's outlines in behalf of Dante, and the dark silhouette, ought to be made easily available. For our present rage on pages and posters—not marked by the "divine afflatus," but by the *divine flannes*, if I may be allowed the parody—will not always continue. Just now, however, it is clearly in the ascendant and has the floor.

When we get over its domination, we shall turn to better things, if not to some phases of old art renewed. For pictures are not merely for children. They touch a welcome from mature minds. In the reading matter it is not always they that are adjuncts to the text; it is the text, very often, that is framed to support the picture. And, while they have such sway the advertiser cannot safely forget his account in them.—*Printers' Ink.*

**FRONTISPIECE.**

Our first page this month is ornamented with an exceedingly good likeness of Mr. W. H. Steinbrenner, the hustling general agent of the International Association of Distributors, and manager of Steinbrenner's Queen City Distributing Service. He was born April 19, 1858, at Fort Wayne Ind., and learned the trade of cabinet maker. This avocation he pursued at various times in Chicago, Cleveland, Dayton, O., Marietta, O., and Kansas City, but entered the advertising business some three years since. His initial venture was made in Cincinnati on which occasion he handled a large contract for the Bloch Bros. of Wheeling W. Va. The work proved congenial, and recognizing the possibilities of the business he decided to devote his entire time and attention to it. He has made a most pronounced success of it and the great success of the International Association of Distributors, is due to his efforts in no small measure.

**NOTICE.**

Members of the International Association of Distributors of North America will take notice that the office of secretary and treasurer, has been removed from Brandy Station, Va., and in

**MURAL SIGNS AND PAINTED BULLETIN.**

Advertisements under this head are inserted free if set in nonpareil. One dollar per annum in bold face type, and twenty-five cents per line for display ad, not exceeding six lines in size.

- ALBANY, N. Y. J. Ballard Carroll, 54 Beaver street.
- BOSTON, MASS. J. Donnelly & Sons, Boston Advertising Co., 8 Bromfield st.
- BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves.
- THOS. A. Skidmore, 640 Halsey st.
- CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st. Dill's Advertising Service, 312 Coleman st.
- PH. Morton, 333 West Fifth st.
- HUMPHREY & CURTAN, 642 Main st.
- CHICAGO, ILL. R. J. Gunning, Wabash ave., cor. VanBuren st.
- Bour & Company, 59 Dearborn st.
- E. M. Lewis & Co., Temple Court
- THOS. CUSACK, Blue Island ave. and Throop st.
- CLEVELAND, O. Bryan & Co., 10 Court Place.
- DENVER, COL. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st.
- KALAMAZOO, MICH.—J. E. McArthur & Co. LEXINGTON, KY. L. H. Ramsey & Co., 137 east Main st.
- LOUISVILLE, KY.—Heverin Bros.
- HUMPHREY & CURTAN, Newark Bill Posting Co. NEW YORK, N. Y. The O. J. Gude Co., 113-115 W. Broadway C. S. Houghtaling, No. 3 Park Place L. E. LaTour, 1718 Broadway Sam'l W. Hoke, 87 Nassau st. Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service, 113 and 115 west Broadway
- OMAHA, NEB. THOS. MULVIHILL, 1512 Harney st.
- OSHKOSH, WIS.—John E. Williams.
- PHILADELPHIA, PA. American Advertising Sign Co., 1335 Race st. Wm. Johnson.
- PRAIRIE CITY, IOWA.—W. S. Parker
- SAN FRANCISCO, CAL. Arthur M. Plato.
- S. I. STONE, 505 Commercial st.
- SCRANTON, PA.—Reese & Long Adv. Co.
- ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street Euliet & Stout Adv. Sign Co. R. J. Gunning.
- TORONTO, CAN.—Price Advertising Co. The Acton Burrows Co.
- VANCOUVER, CAN.—The Acton Burrows Co.
- WINNIPEG, CAN.—The Acton Burrows Co.

**STREET CAR ADVERTISING.**

Advertisements under this heading are published free of charge in nonpareil. In bold face type two dollars per year. Display 25 cents per line.

- Carleton & Kissam, 50 Bromfield St., Boston and Postal Telegraph Buildg., New York City. Railway Advertising Co., Hugh J. Grant, pres. 267 Broadway, New York City.
- O. J. Mulford, Hammond Buildg., Detroit, Mich. Western Adv. Co., 315 Union Trust Building, St. Louis, Mo.
- Sam. P. Ferrer, 231 Broadway, New York City
- Manhattan R. E. Advertising Co., 33 Murray st. New York City.
- M. Wineburgh, Sr., Boston, Mass.
- M. Wineburgh, Jr., 164 Bank st., Cleveland, O.

**ELDER, JENKS & RABORG**  
**'Excelsior'**  
**Circus Paste**  
 —AND—  
**BILL POSTERS' BRUSHES**  
 Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made.  
 Will not come apart. Used and recommended by Barnum, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.  
**Size 9 inch.**  
**Price \$30.00 per doz.**  
**\$3.25 Each.**  
 Extra Extra for Circuses \$40.00 per Doz. \$4.00 Each.  
 Sent C. O. D. to all parts of the Country  
**ELDER, JENKS & RABORG**  
 Brush Manufacturers  
 127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

**The Rochester Bill Posting Co., THE ERIE BILL POSTING CO.**

EDW. A. STAHLBRODT, Manager.

EDW. A. STAHLBRODT, Manager.

**BILL POSTERS, DISTRIBUTERS AND GENERAL ADVERTISERS.**

No. 16 and 18 Mill Street, ROCHESTER, N. Y.

NEW YORK OFFICE, 621 Broadway.

No. 10 North Park Row. ERIE, PA.

**KEEP UP TO DATE.**

RUBBER STAMPS A NECESSITY IN EVERY BILL POSTER'S OFFICE.

Complaint reaches us from various directions that commercial advertisers frequently receive from bill posters, lists of locations where their posters have been put up, which contain neither the name of the place, the name of the bill poster, nor the date of the posting. These lists are generally handed over to salesmen, clerks, and others to attend to, and if an advertiser is posting a number of cities at the same time, it often compels some one to guess as to what cities they come from, etc., thus making errors easy and confusion sure. To bill posters who do not have a printed heading we would suggest a plain rubber stamp, about 3 inches long, with copy similar to this:

C. D. HAMMOND & CO., PITTSBURG, PA.

Date of Posting, .....189

These rubber stamps can be readily obtained at a cost of about 40c. to 50c each from any stamp maker, and will be found useful in many ways. Every progressive bill poster should see that his office is provided with one at once.

**HERE'S ENTERPRISE.**

GOOD SERVICE IS PROFITABLE TO THE BILL POSTER.

Mr. Al Bryan, of Cleveland, is to be congratulated for having handled the handsome 24-sheet bills of the Franco-American Food Co in such a manner as to elicit the unqualified praise of Mr. Biardot, the advertising manager, who has lately inspected the work. What is more to the point, Mr. Biardot doubled up his entire Cleveland billing as a result of the satisfactory work that he found. As this billing runs for a number of months, Mr. Bryan's profits will be largely enhanced, and the substantial acknowledgment that he has received for the special attention that he gave to this work will abundantly repay him for the effort.

Mr. Biardot has systematically inspected every stand that has been put out in the leading cities, and spoke very favorably of the showing in Detroit, Boston, Providence and other points, but is equally emphatic in stating that there are a number of towns where the bill posters seem to lack enterprise, using dilapidated, uneven, tumble-down fences, where new boards should be built that will give character to the advertiser and credit to the bill poster.

As a whole the work which has been put out through the O. J. Gude Co., of New York, has been very satisfactory. It is quoted as a "model show" and illustrates the practical advantages of the bill board over the street car, magazine, and other methods of advertising, both in point of economy and in the direct benefit to the advertiser.

It is to be hoped that there will be many long-time billings of equally attractive paper to follow this most excellent lead.

**SLANDER.**

The disposition shown by bill posters and distributors, located in the same places, to slander each other in order to secure work, not only betrays a mean but cowardly disposition, we don't care who indulges in the practice. If a man, be he a distributor or bill poster, who indulges in defaming his fellow-man with the expectation that by such a course he will gain an ascendancy over a competitor is surely preparing for his own downfall. Every man in this life is entitled to a certain degree of consideration from others, and as long as he maintains in the community in which he lives a fair reputation for industry and reliability, his efforts to gain a livelihood should command as much respect from a competitor as from one of a different calling. And simply for the reason that a distributor is trying to obtain a contract in an honest manner, and is likely to succeed, is no reason that he should be subject to the assassination of character from a competitor. No trade or calling ever lowered the person engaged in it, but it is not difficult for a man to degrade his calling, and in our

**CIRCULAR ADVERTISING.**

We recently received, with a request for criticism, a circular which a Western merchant is using for some purpose which we cannot understand. It is about the size of a full grown circus poster, but not nearly so pretty. The only way in which a man could read it would be to spread it out on the floor, get down on his hands and knees, commence at the top and crawl backward over it. Of course, no one is going to all that trouble, so it is safe to assume that no one will ever read it. A glance at it shows that it is a price list of everything a man needs in his journey from the cradle to the grave, and we presume it laps over into the future state.

This kind of circularizing isn't advertising; it's imbecility. No one reads such stuff, and we are surprised that so many merchants keep it up. Smaller circulars, too, are spoiled by containing too much matter, and by being "cheap and nasty." The flimsy dodger that is left in people's vestibules or mailed in an equally flimsy envelope with a one cent stamp on it, is read by people who have nothing in the world to do, who simply want to kill



Advance Car No. 1 of the Great Walter L. Main Show.

opinion, there is no easier way than by trying to blacken the character of a competitor in order to deprive him from securing what is right. These two callings have suffered enough from the ignorant prejudice of outsiders as well as from the dishonesty of "fakes," without those who are at present considered respectable, indulging in a practice that is neither brave nor judicious.

**COMPARISONS ARE DEPRESSING.**

A one-page advertisement in an issue of the *Century* magazine costs \$500; in *Harper's*, \$400 down to \$100. A column in the *New York Herald* for a year, costs \$10,400. This is a pointer for some of our advertisers who pay \$2, \$3, or \$4 for an ad. and think they are doing an extensive and liberal amount of advertising. Advertise in this paper. It is read in every clime. The ad. rates are very low, and it gets there every time.

Don't forget to send an advertisement for the big Christmas Number. The forms close November 28.

**Shall the Theatres Control the Bill Boards?**

There has been some agitation going on over the vexing question, Shall the theatres combine to control the bill boards? During the past week the question was discussed in an informal way. The object was to sound each manager privately, then to have a general meeting to take action on the question. Shall managers control the bill boards? That indeed is the question, and it will be the question a century hence. The bill board advertising has reached gigantic proportions. Not alone are managers satisfied with the ordinary paper being pasted, but some have employed skilled painters who have painted highly colored signs where permanent attractions are the rule. It is claimed these signs are of more service; they are not affected by the weather, and in the long run are cheaper, besides being more attractive. This may be so, but the fact remains it costs just as much to occupy the space as if the space was given over to paper. Bill board advertising in New York is a science. It is the study of the bill posters who have thousands invested, and it is pretty safe to say their right will not be affected without a vigorous fight. Some time ago, and it is not so long ago either, managers thought favorably of giving up bill board advertising. The moment the start was made the commercial interests took up the space in alarming proportions. Everything from corsets down, or up, to whisky was advertised, with the result the theatres fell in the rear, and it took a vigorous turn to bring them about. Hoyt and Mc Kee started a paper fight by buying up a number of bill boards along the Sixth Avenue elevated. They pay an annual rental for them, and their value can never be estimated, except that they are the most serviceable. The rent of a whole house is almost asked for some stands, which the bill posters pay, and they claim they are not getting rich. There is so much paper to be pasted that there doesn't seem to be room enough for all of it. Besides, more theatres have been added to New York and more are coming and each wants a show. The *People's*, a strictly Bowery theatre has its paper spread along Eighth avenue, the territory belonging to the Grand Opera House. The *Harlem Opera House* paper in Harlem stands alongside of the *Garrick and Lyceum*, while the *Columbus* also a Harlem house, has paper alongside of the Fifth Avenue and Broadway Theatre. So it is seen how much about town the lithographs go. There is no given territory and each competes with the other for desirable space. Managers to unite to conduct the bill board posting themselves would be confronted with several problems. First to unite on the space; second, to settle the location; third, to secure the bill boards. This is a severe important of all and will prove a severe stumbling block. The best thing managers can do is to let the matter drop. The bill posters are a well organized set. They do their work well and deserve to be encouraged, not fought.—*The Dramatic Times.*

## Service--Good and Bad.

## An Interesting Interview With a Practical Business Man.

Most of the readers of BILLBOARD ADVERTISING have noted the magnificent 24-sheet stands that have been prominently posted around the country, for the Franco-American Food Co.

This firm, up to last year, were strong believers in magazine and newspaper advertising, but were led to make an experiment in the City of New York, with such favorable results, as to lead them to increase their appropriation many times over, and include many other cities in their list.

The paper is put out in most cases for six, seven and eight months time, and where it receives the right care and attention, make a very strong impression on the general public.

A reporter for BILLBOARD ADVERTISING was sent to New York, for the special purpose of interviewing the firm, relative to their experience in this method of publicity, as against the stereotyped magazine and newspaper work.

Our representative was very fortunate in finding Mr. Octavo Biardot, treasurer of the company, who had just returned from a month's tour through the principal cities, where he had been inspecting the billings and sizing up the towns as to their possibilities for out-door work, and the susceptibility of the people to become users of Franco-American Soups.

Mr. Biardot is the son of the founder of the house, and although quite a young man new to the bill posting business, evinced such a practical knowledge of the subject, that if the fraternity at large could only have had the opportunity of hearing his ideas, and would have hearkened to his suggestions, there is no question whatsoever, that within a year or two, the posting of commercial work would double and triple in quantity.

After a pleasant greeting, and explaining the nature of my business, Mr. Biardot very courteously declined to talk for publication, modestly claiming that his views could be of very little benefit.

He had looked over the different cities in relation to the Franco-American Soup interests only, and did not see how it could interest the public at large.

"But, Mr. Biardot," said the scribe, "we do not want your views for the public; we want them for the benefit of the bill posters. Our paper goes principally to bill posters and advertisers. Won't you tell us what led you into such extensive bill posting, and why you prefer it to other methods?"

"Well, that is hard to say. We have always felt that, while the magazines and the newspapers produced a given amount of result, that with our limited appropriation we were almost lost among the mass of other advertisers, especially with the constant increase of rates, and we had been for several years on the lookout for some effective medium through which we could forcibly individualize our article, and which would not be more expensive than the limited margin on a high-priced soup permits."

About two years ago we commenced to paint some large signs on the Brooklyn Bridge and felt that they were arousing considerable interest, and concluded to extend this method along the railroads and public highways throughout the country. But we finally concluded to adopt bill posting because thereby, our appeal could be presented where the population was more congested, and right in amongst consumers of our article.

"Right here let us say that this was not our own thought in the beginning. The O. J. Gude Co., who are handling all this business for us advanced the argument. And further let us say that if it had not been for their fidelity to our interests, their advance explanation of the many difficulties we would have to encounter, and their inspiring of us with faith that the "game was worth the candle," we do not believe we would have posted more than our first run of bills. The difficulties of this business for a person that has not gone through it are almost insurmountable. The bill posters as a rule seem to lack a proper conception of business methods, and it is only by constant hammering and pounding, soliciting and coercing that we have managed to secure a proper service. This cannot be said of all bill posters, but of the majority. There are some bright exceptions."

In this last trip from which we have just returned we want to extend the meed of praise first to Mr. Ames, of Providence who, as far as a bill poster can be, is really and truly an artist. His boards are a joy to look upon. We have given him an open order to post our bills on every stand he now has and on every new stand he erects that he thinks suitable for our business. Everyone of his boards is as true as a plumb line. He uses all tongued and grooved lumber. There is not a crack in his paper and he uses splendid taste in making up a bill board of the different paper that he has on hand, so that the light background throws out the dark background paper, and there is a regularity and a taste displayed that is as refreshing as novel. In a conversation with Mr. Ames we found him an enthusiast on his business; he is very watchful of all detail, and is constantly driving around the city, seeing that his paper is put up properly by his men. He has given great care and study to getting a proper paste that while it will hold the bills firmly to the boards, unlike that made from lye, does not smear the outside of the paper so as to mar its appearance. We went out of the city of Providence with only one regret—that Mr. Ames did not have twice as many boards, and that it was not among the things to be expected that we should find other bill posters like him.

"The nearest we came to it was with Messrs. Bryan & Co., of Cleveland. They are also deserving of great praise. They have a magnificent lot of bill boards. The city is covered much more thoroughly than Providence and they offer greater possibilities for that eye-compelling show which forces everybody who travels around this city to see a poster whether they wish to or not. The boards are very well built, all tongued and grooved lumber used. The paper is handled with great care. The boards are not, as a

rule, as long, and the work is of a more scattering nature than what we saw posted in Providence."

There is not that truly artistic look that Mr. Ames excels in producing, but for all-round service and possibility of covering the town thoroughly, we think we can safely say that of all the cities we have visited, Cleveland fills the bill most completely. We doubled our order for that city.

"And now, really, we do not think we should say anything further. In speaking of anything, we like to mention those things worthy of praise and try to forget the bad things."

"But, my dear Mr. Biardot, do you mean to say that the cities of Providence and Cleveland are the only ones that you can say a kindly word for in connection with bill posting?"

"Oh, no, New York City is unquestionably the best bill posting city in America. Here they have the business down to a systematic basis and give a service as positive as the ticking of a clock. Messrs. Van Beuren & Co., Munson and Reagan & Clark, in their endeavors to annihilate one another during the past two years, instead of following the old-fashioned method of pulling down each other's boards, adopted the up-to-date idea of each endeavoring to put up better boards in better locations, one than the other. Result, we have had during the last two years a bill posting service in New York that is unparalleled in the history of this method of publicity. A service that did more to awaken our interest in the possibilities of this method of advertising than any sermon that could be preached in its favor by the most eloquent canvasser that ever called to solicit our business."

"But the country at large, outside of New York, has been a disappointment. Our interest was heightened by the magnificent display we received in this city, but when we went elsewhere all was chaos and confusion. That is the reason we are so glad to note the splendid service in Cleveland and Providence. Of the other cities that were visited,—Boston for instance, we have a very fair show, but had hard work to secure it. Mr. Gude visited the city personally and made a selection of boards from Donnelly that were the best locations in the city. Well, they were good, and whilst we had a good bill posting show for the city, Boston has not developed its full possibilities in that direction. The boards are put up in a very careless manner, large cracks in many of them and very few of them capped off. A handsome twenty-four-sheet stand looks immediately after its billing as though it had been up for two months in very stormy weather. A few of the boards, and a very few only, out of the number of stands that we had, were posted in a manner that at all compared with the service in New York, Cleveland and Providence. We talked to Mr. Donnelly about this matter and he promised to stir his boys up. We do not blame Mr. Donnelly as much as the commercial and the theatrical people of the city of Boston, who are apparently contented with a second class service. We do want to say, however, that our paper was treated as well as anybody's, if not a little better. Our reflection is simply on the lower standard of service in that city where one would naturally look for some-

thing very high-class."

"We found the same fault in Buffalo, only in a greater degree. We had a very pleasant interview with Mr. Filbrick, of Whitmier & Filbrick. Found him a courteous, kindly gentleman, who did all in his power to make our stay in the city pleasant; but he would have made it much more agreeable if he had had his boards in proper shape. Our paper had the best possible showing that the town permitted. Some of the stands were in very good locations, but, oh, the boards! the boards! Some only eight and nine feet high; none of them capped off, paper trailing on the ground and lapping over the tops. Many boards bulging in and bulging out, so that if you run your eye down the stand, it looked like the front rank in an awkward squad, and it gave the whole bill posting of the city a "down in the heel" disreputable look. Buffalo is a nice city with a class of people who, as a rule, should be good customers for a high-class article like our Soups. We would like to have doubled our billing there, but to-day we are debating whether it would not be advisable to order the whole show down, for the simple reason that we believe a poorly posted bill is worse and does more harm to an advertiser than no bill at all."

"This might look like a rather severe criticism on Buffalo. We give it with no other thought than a desire to stimulate Messrs. Whitmier and Filbrick to an appreciation of the kind of service an advertiser must have in order that he be induced to renew his contracts. They have got a good plant and splendid locations, but they must brace up all along the line."

"This was not our first experience in Buffalo, although it was our first visit there. We want to say as the other side of the picture, that the inspector's report from that city has always shown the paper to be up in the place agreed upon, and that we always found the firm strictly honest and reliable, but they do lack an appreciation of high-class bill posting methods."

"From Buffalo we ran to Rochester, not with the intention of doing any bill posting there, but to look over the town to see the possibility of some other method of publicity. A tour of the city made us feel that there was nothing to be regretted in having stricken Rochester off the list. It is a beautiful city, with clean, handsome avenues and fine residences, that suggest the possibility of a considerable consumption of our article; but we could not cover the city on the bill boards because of an entire lack of any good stands on the principal thoroughfares. The boards that are up are well built. The paper is in good condition, but as they are mostly on side streets, they would be of no value to us."

"In Detroit we found everything in good shape. That town we thought stood next to Cleveland and Providence in service. The boards were well located, properly posted, and we increased the allotment."

"But, Mr. Reporter, don't you think we have said enough on this subject now? That our first thought was correct; that we had very little to say that would be of interest to bill posters or the public?"

"No, I don't agree with your thought at all, Mr. Biardot. I believe that the

trade is interested, and if you have visited any other cities, I would like to have your opinion. I think that the bill posters would like to know it; that the ideas of a practical business man who has given out contracts for this work is what the trade at large wants."

"Well I hope that the people whom we have had to criticize, adversely will not have any hard feelings. We are simply giving you our honest opinion on the subject, and we have so great a faith in the possibilities of this method of advertising, that we feel and know that if the bill posters will only stir themselves and improve their service, they can greatly increase their business."

"We were very much disappointed in the city of St. Louis. Mr. Gude had told us that that town was the greatest bill posting town in America. That the result of the fight between R. J. Gunning Co., and the Cottrell Bill Posting Co., had been to establish a plant that was the envy of all other bill posters throughout the country. Well, the plant is there but very much run down; likewise the service; the paper was poorly posted, much of it placed on side streets, and the whole show had been put up in what appeared to be a "slap-bang" style, of simply getting the paper up, without a single thought as to the interest of the advertiser or endeavor to hang the paper on the boards, so that one bill would help out the other and thereby benefit all the advertisers. The system is overgrown. The "think" machine undersized. The head piece evidently out of a kilner. This may be the fault of too much business. Our friend Gunning wants to take a little time from his many other enterprises and jump into St. Louis and give the boys a shaking up. We decreased our output in St. Louis."

"Chicago, we found a very hard city to post properly. There are a number of stands well located, but the lumber not being tongued and grooved, there are of necessity a great many cracks in the boards through which the prairie winds whistle a merry tune, which means torn paper every time. The service, outside of the fact that the building of the boards needed improving was very satisfactory. Mr. Campbell blanks in the paper in a way that is very creditable. He seemed to take an earnest interest in putting our paper in the places where the show would do us the most good, and unquestionably did all in his power to give us an effective service. But no man, no matter how good his intentions are, can keep paper from splitting on boards that have cracks in them several inches wide. We increased the allotment in this city, and would have willingly doubled it if Mr. Campbell had had more stands in high-class neighborhoods. For these we had to depend to a great extent on the R. J. Gunning Co., and we could not but commend the wisdom of Mr. Gude in splitting our appropriation for that city and putting a good portion of it on the bulletin boards in these high-class locations. Of course, these bulletins are much more expensive than bill posting so we only use them where we cannot get good bill posting stands. But no one can ignore Mr. Gunning's bulletins if he wants to cover the city of Chicago thoroughly for outside display with a high-class article. The chewing gum and cheap

tobacco, the bill posters can handle very satisfactorily, but there are certain sections of the city where a bill board would not be allowed, but a painted sign is permitted."

"I find another serious handicap to outside work in Chicago. The city covering such an immense area, with lots of un-built space, offers so many opportunities for bill posting, fence and wall painting, that the whole town is one immense bulletin board, so that an advertiser, to be "in it" has to spend more in proportion to population than he would have to otherwise, because, unless he has a tremendous big show, he is lost in the crowd."

"Washington, as you know, is a beautiful city, and its bill boards are kept in very good condition. The only fault that we have to find with that city is that Mr. Moxley has not enough boards. Those that he has he keeps in good shape, and he treated our paper very handsomely."

"Philadelphia, I found to be somewhat like Chicago. A number of good spaces, but the boards only fairly good, and the paper only fairly posted. We must say

## A LESSON IN ADVERTISING.

Given by a Merchant in the Sacramento (Cal.) Bee

Every business man can become successful by proper advertising. It never yet failed an experienced master. Given a merchant who keeps fair goods at fair prices; who misrepresents nothing and treats his customers fairly; who has daily space in a bright newspaper of approved circulation, and who has the knowledge and experience to use that space; there is nothing that can prevent him increasing his business up to the possible limit imposed by territorial conditions.

The Bee a number of years ago sent to one hundred local advertisers for two years, one of the best periodical publications on practical advertising, and since then has published at intervals, several series of special letters on scientific advertising.

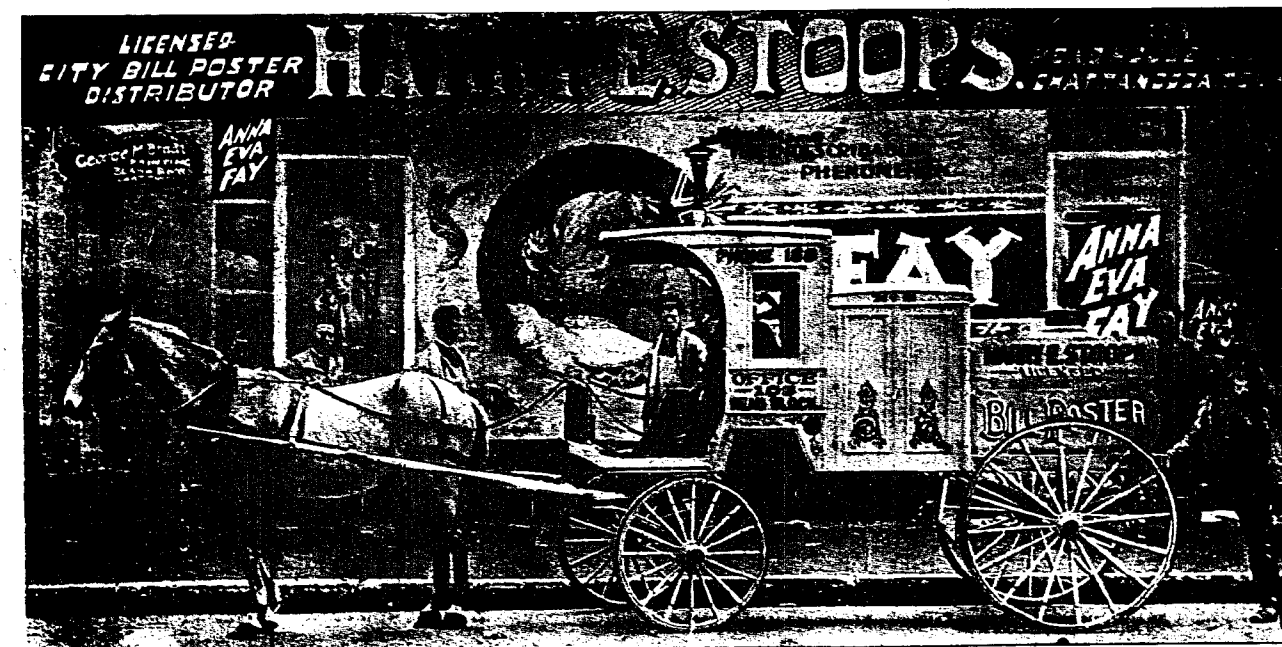
Of course the Bee had an ulterior motive in so doing. It hoped to so educate the Sacramento advertisers in the matter of scientific advertising that they would learn to fill their advertising space so as

If I were proprietor of a newspaper, I would send a copy of a publication devoted to advertising to my advertisers for one year. I would do this in order to educate them up to how to advertise judiciously and effectively. If an ad. is not attractive it is not going to catch the eye of all. An ad. that is left in the paper from month to month and year to year, without a change of type or reading matter, loses all its effectiveness.

The ad. of a wide-awake merchant changes as rapidly as styles do, with every new article that he gets in stock; and then it must be new. The reader must be educated to look at your ad. for styles and prices. It is very easy to make your ad. readable, and once the people get to looking for it every day, then success in business is assured.

I know lots of people who look for our ad. every day. That is the reason we change it every day, and always give them something new.

Some merchants only advertise every other day. This is a great mistake. A live firm's ad. should be in the paper



that Mr. Robinson gave us a very good selection of locations, but their service while better than the average, has not reached the high standard of Cleveland and Providence."

"Of Pittsburg, we think the less we say the better. Suffice it that we telegraphed Mr. Gude the day after we arrived to order our showing discontinued, and have simply put a black mark against that city."

"Now, Mr. Reporter, you will have to excuse us from saying anything further. While you say we have not bored you, we are afraid we may bore your readers, and we only want to add this one thought—that everything we have said has been spoken in the friendliest and kindest spirit."

"We want to reiterate our faith in this method of publicity, and we would like to see BILLBOARD ADVERTISING keep on doing the good work of instructing the bill posters that the best way for them to better their business is to better their service."

We can sum it all up in three words: "Service is everything."

to bring them the most returns. With the value of advertising thus demonstrated to them, their use of advertising space in the Bee would increase and be as much to be relied on in dull times as in prosperous seasons. The Bee supplies communication with nearly every home in Sacramento; it wanted the merchants to do the rest.

I am a firm believer in advertising. The advertisement we are running in the Evening Bee pays us a hundred-fold. Even you newspaper men cannot conceive of the large amount of business that is directed to our store through that advertisement of ours. The secret of our success is the manner in which we use advertising space.

Advertising pays; but very few men know how to advertise so that it will pay. A great deal of money is wasted in public announcements which bring no return, direct or indirect; but the merchant who, having the goods and treating his customers fairly, intelligently utilizes space in a well-circulated newspaper, is absolutely certain of success.

every day, and should be always fresh and readable.

I notice one thing, that those who advertise best, get the most trade and are prospering. The firms that are at a standstill, or retrograding, are the ones who depend on their personal influence for trade and ignore the advertising columns of the newspaper with the circulation.—Newspaperdom.

## Harry Stoops' Swell Wagon.

If any bill poster in the land can boast of a larger stock of good and original ideas than that possessed by Harry E. Stoops, of Chattanooga, we have not heard of him. His latest invention is the wagon shown in the above cut, which is a perfect marvel of ingenious devices and conveniences.

SNIPES might be appropriately compared to small arms, one-sheet posters to gatlings, three-sheets to rapid fire machine guns, and stands to great guns.

# Billboard Advertising

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.  
BY  
BILLBOARD ADVERTISING CO.,  
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

**ADVERTISING RATES:**  
Advertisements will be published at the uniform rate of twenty-five cents per square line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17, Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter. The Editor cannot undertake to return unsolicited manuscripts.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

WE regret exceedingly that lack of space prevents our printing all of the many letters received from our readers bearing upon the attitude that we have assumed in the matter of that feature of the Associated Bill Posters' Association, which excludes opposition bill posters. The mass of correspondence is very interesting, reflecting as it does, the various opinions of many members of the craft in different portions of the country. Not a few surprises are encountered in perusing it, for many members of the association come out openly in endorsing our attitude, and announce themselves as in favor of admitting all reputable members of the craft wherever located. The greater part of the members, however, protest against any change of this nature, while those firms which at present are debarred from the rights and privileges of membership, are unanimously in favor of a change.

A LEADING member of the association and a gentleman who is recognized as an enthusiastic supporter of any measure, which has a tendency to improve and elevate the calling, observes: "Allow me to commend your stand most cordially. The opposition bill posters are the only ones who are benefitting from the present order of things, because, the Association Bill Posters, being compelled to maintain the association scale of prices, cannot compete with them in this respect, and the other fellow, by putting his prices down just a shade below ours captures all the competitive work. For my part, I say get them in. They will do less harm on the inside, than they are now doing on the outside." It strikes us that he puts the argument about as well as it is possible to do it. His reasoning is logical and possesses much force.

ANOTHER member of the association who has opposition remarks, "Our association will never be strong enough to accomplish any real good until it embraces every bill poster of good standing in the country." A third cites the difficulty of the Messrs. Miller Brothers, of Columbus, Ohio, and the Barnum Show to demonstrate the futility of any attempt to dictate arbitrary terms and conditions to patrons.

Continuing, he says: "I believe the first duty of a bill poster to himself and to his craft, is to sell bill board space to his patrons. Any rules or by-laws that hinder or hamper him should be stricken out at once." Another gentleman remarks, "you are on the right track. Association members who have no opposition are not going to refuse work from a firm simply because they have patronized an independent bill poster in another city. They say they will at the conventions, and agree to do so in accepting membership in the association, but the most of them don't do it, so what is the good of it?" Still another worthy gentleman writes, "here are some members who maintain the association prices, and allow the opposition bill poster to secure the work rather than cut their rates. I know, too, of bill posters in cities who have refused work from firms who have patronized the opposition in another city, but, I do not know of any good that ever came from it. It only irritates the advertiser, and causes him to divert his appropriation into other channels."

MR. BRESLAUER's letter which we publish in another column, is a manly, straight forward statement of his opinion. There is no attempt to equivocate or straddle the issue. On the contrary he meets the question fairly and squarely. We publish his letter because it is the best of the protests which we have received, and because he invites comment on our part, while we admire his frank, open and direct expression, we are compelled to state plainly that in our estimation his position is entirely untenable, his argument illogical, and his theory chimerical. Rather than allow a competing fellow-craftsman an opportunity to earn a living, Mr. Breslau would force the commercial advertiser off the boards, and compel him to patronize the newspapers or other mediums. This is practically what he says, but we do not believe that he is serious, and hardly anyone else who knows him will regard his assertions as sincere.

MR. BRESLAUER calls on us to stand up for the association. Right here we want to say to him and all other members of the organization, that we are for the association first, last, and all the time. We believe that the craft can be bettered and business elevated by organization, and we wish above all things that the association be perpetuated. It is this very desire that impels us to cry out in warning, for we see its usefulness impaired, and its existence menaced. We have always supported the association, and we have earned the right to speak out. A craft divided against itself, will fall, and any attempt upon the part of the association to set at naught the great principles underlying the law of supply and demand, is worse than puerile—it's imbecile.

SUPPOSE we grant merely for the sake of argument, that this absurd theory was practicable, and that the association should eventually succeed in driving Mrs. Dundon out of business, and ruining the rest of the independent bill posters. What then? Would it be a creditable performance, and what would all fair minded people think of it? Rest assured that the injured parties could sue for and obtain

damages in a civil action, for which every member of the organization would be individually liable. It will be seen therefore, that the scheme is not feasible even if it were possible. No organization can drive all the grocers out of a town, save one. No association can say how many shoe makers there shall be to a city. As it is with grocers and shoe makers, so it is with bill posters. They have the right to pursue their chosen avocation wherever they elect, provided that they obey the law. There is no man and no body of men who can say them nay. An association which is organized to deprive individuals of their rights is not an association. It is a conspiracy.

THERE are grand possibilities for good in the association. Outside of its purely social features, which alone make its continued existence a thing to be devoutly wished for, it affords a medium for the interchange of ideas, for mutual protection against frauds, and might be made an institution whereby the business could be raised to a plane of equality, with that of any calling in the land. It could be made the means of inspiring its members with higher ideals, which would lead to the introduction of better methods, better facilities and better business principles. This would improve the service rendered to advertisers, and enable bill posters in conjunction with their natural allies the distributors, to practically control the entire advertising field. If the organization is to be run as a "close" association, it will do none of this; consequently it behooves each and every member to give the matter his most careful consideration. See to it that narrow-minded prejudice and petty jealousy, are not allowed to dominate and insist that the A. B. P. A. be conducted on broad and liberal lines.

### TWO LETTERS.

In our last month's issue, we had occasion to say editorially that that feature of the Associated Bill Posters' Association which debarred certain members of the craft from the rights of membership and precluded affiliation, was a menace to the existence of the organization, an unwelcome provision, and called for the grave consideration of the officers. Our remarks have called forth a perfect avalanche of letters. Some are from members of the association and some from the opposition. We can only find room for the following: Mr. Breslau's letter is a fair sample of the position of what might be termed the "insider." Mrs. Dundon's communication affords a good example of the tenor of those received from the "outsiders," or opposition.

Minneapolis, Minn., October 17, 1895.  
BILLBOARD ADVERTISING:  
Gentlemen—Why do you uphold the "opposition"? You come out in an article in your last issue (or the issue before) that the regular established bill poster, should not object to the "opposition" in his town getting commercial work from O. J. Gude Co., etc., that we should be broad-minded enough not to find fault with commercial people in placing some work with "opposition." I, for one, want you and the O. J. Gude Co. and others to distinctly understand that I will not handle commercial work or do business with agents that in any way entertain the "opposition" We, the association members, would be "chumps" to stand any-

thing of that sort. Most all the boys that belong to the association have struggled hard, and worked like beavers, to get their cities in good shape, and are hustling "squaring" people. The first thing you know in starts some "guy" erecting a few boards, etc. He hustles for work, writes Gude Co. and commercial people for work. They (Gude Co. and others) send him some work. Do you, Mr. Billboard Advertising, think that is justice to the regular bill poster and association member?

I merely write this wanting to assist my brother bill posters, and I, for one, will state right here, if called upon to refuse work on account of the same paper being placed with the "opposition," I will be the first man to obey the order. You also argue that it is right to have more than one firm belong to the association from the same city. I say NO. Gude & Co. are my friends, but I think they take a wrong position in this matter. I have no fault to find with BILLBOARD ADVERTISING. All I ask you to do is: come out and stand "pat" for the regular association bill posters, and you can rest assured the boys will be with you to a man.  
Most respectfully,  
MIKE BRESLAUER.

Troy, N. Y., October 14, 1895.  
BILLBOARD ADVERTISING!

Gentlemen—The editorial comments in your October number regarding the action of the British Bill Posters, at their annual convention, induces me to present a case in point, which I regard as a grave matter for the consideration of the craft on this side of the water.

Michael E. Dundon, for nearly thirty the leading bill poster of Troy, N. Y., died about four years ago, and I, his widow, have continued the business since. About the time of Mr. Dundon's death, an opposition sprang into existence, and managed to secure an influence in the New York State Association then just being organized, that seems to have prevented me from becoming a member thereof. I have made many applications for membership, but have been persistently pigeon-holed without even a pretense of consideration. At the last meeting of the Associated Bill Posters' Association I addressed a strong appeal to the President, also to Mr. Al. Bryan, both personal friends of my late husband, asking that some action be taken to compel the New York State Association to receive and consider my application for membership. The following reply to my appeal speaks for itself:

"Secretary's Office,  
Associated Bill Posters' Association of the United States a 1d Canada,  
Albany, N. Y., July 20th, 1895.

MADAM: Yours, dated 6th, to Al. Bryan and R. C. Campbell, referred to me for answering. Write to James H. Staats, Secretary, Lockport, N. Y., for application blank, and make the application in proper form. At our next meeting it will receive the proper consideration. As you are aware, we have one representative in a city, but as you request it, and feel that an injustice has been done you, we will pursue the course as laid down in our constitution, and give it proper consideration.

Very truly yours,  
J. BALLARD CARROLL,  
Secretary.

It will interest a much larger number of your readers, to know whether the New York State Association is a band of robbers, whose aim is to gobble up and divide among a select few, a great and growing business, built up by the hard work of better men, and in the interest of justice, I hope that you will present the matter to the fraternity at large, through your columns.

Very respectfully,  
MRS. M. C. DUNDON.

Now that the bill posters and distributors are thoroughly organized, the advertiser is practically altogether independent of the publisher. Space in publications will probably soon sell at something like its real value.

BILLBOARD ADVERTISING intends to lead all papers of its class in the point of subscribers, and to that end offers the following unparalleled

### List of Premiums.

- 10 cts. To anyone sending us 10 cents in stamps and the names and addresses of three sign writers, we will send BILLBOARD ADVERTISING for three months.
- 15 cts. To anyone sending us 15 cents and the names and addresses of six circular distributors, we will send BILLBOARD ADVERTISING for four months.
- 20 cts. To anyone sending us 20 cents and the names and addresses of six sign writers, we will send BILLBOARD ADVERTISING for five months.
- 25 cts. To anyone sending us 25 cents and the names and addresses of six circular distributors, we will send BILLBOARD ADVERTISING for six months.
- 30 cts. Anyone sending us 30 cents will receive for three months BILLBOARD ADVERTISING, 30 cents. A Donaldson Date Book, 25 "
- 40 cts. Anyone sending us 40 cents will receive for four months BILLBOARD ADVERTISING, 40 cents. A Donaldson Date Book, 25 "
- 50 cts. Anyone sending us 50 cents will receive a six months' subscription to BILLBOARD ADVERTISING and a copy of the superb picture "La Golphtha," which alone sells for \$1.
- 75 cts. Anyone sending us 75 cents will receive a magnetized hammer with extension handle, costing 65 cents, and a three months subscription to BILLBOARD ADVERTISING.
- \$1.00 To anyone sending us \$1.00 we will send a year's subscription to BILLBOARD ADVERTISING, and a facsimile of their autograph and plate for printing. Write your autograph plainly in black ink on white paper and enclose with letter.
- \$1.25 To anyone sending us \$1.25 we will send BILLBOARD ADVERTISING for one year, and in addition a year's subscription to that exceptionally bright Boston publication, "Profitable Advertising," which alone costs \$1.00. Here is an opportunity to secure two journals for but little more than the price of one.
- \$1.50 To anyone sending us \$1.50 we will send for one year each, BILLBOARD ADVERTISING, \$1.00 "Art in Advertising," 50c
- Total \$2.00
- \$1.75 To anyone sending us \$1.75 we will send for one year, each, BILLBOARD ADVERTISING, \$1.00 Munsey's Magazine, 75c
- \$2.00 To anyone sending us \$2.00, we will send for one year, BILLBOARD ADVERTISING, \$1.00 "Printers' Ink," 50c
- \$2.50 Anyone sending us \$2.50, we will send, for one year, each, BILLBOARD ADVERTISING, \$1.00 "Profitable Advertising," 1.00 "Art in Advertising," 50c
- \$3.00 Anyone sending us \$3.00 will receive, one year, BILLBOARD ADVERTISING, \$1.00 A copy of Donaldson Guide, 3.00
- \$3.50 Anyone sending us \$3.50 will receive, one year, BILLBOARD ADVERTISING, \$1.00 A nine-inch Paste Brush, 3.25
- \$4.00 Anyone sending us \$4.00 will receive, one year, BILLBOARD ADVERTISING, \$1.00 "Brains," 4.00
- \$4.50 Anyone sending us \$4.50 will receive, one year, BILLBOARD ADVERTISING, \$1.00 500 Letter Heads, 3.00 500 Envelopes, 2.00
- \$5.00 This is a splendid opportunity to secure handsomely printed stationery at a merely nominal price. Anyone sending us \$5.00 will receive, one year, BILLBOARD ADVERTISING, \$1.00 The Donaldson Guide, 3.00 A nine-inch Paste Brush, 3.25

### LETTERS TO THE EDITOR.

EDITOR BILLBOARD ADVERTISING:  
DEAR SIR:—Kindly explain why you devote so much space to the dates and official rosters of fairs, expositions, conventions, reunions and celebrations. Your journal purports to be devoted to the interests of advertisers and advertising media, and I am at a loss to understand the connection.

A READER.  
Aside from the fact that fairs, expositions and pure food exhibits, are in themselves advertising media of potent and forceful value, we are desirous of keeping all advertisers posted regarding all great concourses and gatherings for the reason that the boards and advertising media of the cities, in which the assemblage occurs are greatly enhanced in value at that particular time, by reason of the great increase in the amount of transient or floating population. Under our system we are enabled to give dates weeks and sometimes months in advance, thus affording advertisers ample opportunity to place themselves in evidence on all such occasions.—Ed.

Sheboygan, Wis., Oct. 28, 1895.

EDITOR BILLBOARD ADVERTISING:  
DEAR SIR:—Having received a circular from the Inter-State Bill Posters' Protective Association, I take notice that several members of the Associated Association have joined the former. How members in towns under forty thousand population, can contract at the Inter-State Bill Posters' Protective Association's rates, and live up to the Associated Association rates, I would like some one to explain.

Yours for bill posting,  
E. J. KEMPF.

### AN EXPLANATION.

In the December number of BILLBOARD ADVERTISING for 1895 we published an article in which it was made to appear that the business of McElroy Bros., the bill posters, at Flushing, L. I., had been absorbed by a well-known concern. It appears from recent developments that such was not the case, and that the statement to that effect was a lie pure and simple.

The article in question was a rank injustice to Messrs. McElroy Bros., and has caused them much annoyance and vexation. We can only state in extenuation, that we published the article in good faith having accepted the information from what we supposed was a reliable source. It will be a long time before the party who misled us will have the opportunity of imposing on us again.

Exhibits at fairs, expositions and pure food shows, possess a peculiar value that that cannot be obtained in any other manner.

Now that the International Association of Distributors has gotten into position to render a guaranteed distributing service, the circular and the booklet, the pamphlet and the almanac have taken on an added air of importance. Distributing matter always has possessed great advertising value, and now that it can be put out thoroughly, efficiently and economically, it will find great favor among advertisers.

### LOOK OUT!

For "Fly by Night" Shows!  
Great Care should be Exercised in Extending Credit to Irresponsible People.

Poster printers and bill posters will do well to eliminate the element of chance, as far as possible, from all transactions with shows and itinerant organizations. The season is not turning out well, and as these classes of patrons have no money of their own to lose in the event of bad business the burden falls upon the parties who extend them credit. In this connection, R. C. Campbell, of the American Advertising Co., Chicago, Ills., and President of the A. B. P. A., writes as follows: "I have a particular case here, that of Prof. O. R. Gleason, the horse trainer, under the management of Wass and Beedie, western managers. Beedie is a manager of a variety theatre in Denver, Col., and Wass is from Portland, Oregon. They were represented by that old time agent, Harry Smart. He came into my office and assured me upon the word of a man, that they were all right, and I was perfectly safe in trusting them for about four hundred dollars, (\$400) worth of work. He went over to the National Printing Co., and assured them ditto. They gave up four hundred dollars, (\$400) worth of printing and I put it up and we got the "finger."

There are a number of attractions on the road this year that are leaving a trail of debts and obligations behind them wherever they go. At best they are only spoiling territory for legitimate and responsible organizations, and as the printers and bill posters have the remedy in their own hands, it would seem that they should act accordingly, and that too, without exceptions and without delay.

The poster is so powerful, so strong in its attack upon the public, that almost any advertisement no matter how bungling in construction and faulty in display, will yield good results, and prove highly efficient. Consequently, but little care has been devoted to their preparation. Of late, however, advertisers are beginning to realize that it pays to be careful in this respect, and as a consequence the boards are daily growing better.

Newspaper advertising is valuable, so is that in any other publication, when it is purchased at a just figure. The idea however, that it is the principal avenue of publicity, and that all other media are merely auxiliary is a fallacy.

The particular circumstance, which has contributed most to the great success achieved by Chas. Austin Bates, is in all probability, the fact that he follows the advice he gives, takes his own medicine as it were. He uses more space in advertising his own business than any other advertiser in the country.

Posters properly printed and posted, produce profitable publicity promptly.

Circulars, and by circulars we mean booklets, pamphlets and hand bills of every description, when properly put out, never fail to bring profitable results. Advertising of this nature is as sure and certain as death and taxes.

### PUBLISHERS' CORNER.

With this issue BILLBOARD ADVERTISING enters upon the second year of its existence. Its growth has been almost phenomenal. Probably no other publication in America can point to a record which will in any manner approach that made by this paper. Our circulation now exceeds fifteen thousand, and continues to grow as fast as ever.

We now number among our subscribers most of the large concerns of the country, who are prominent in the advertising field, and hundreds of retailers who are local advertisers. Besides, we reach nearly all of the bill posters, poster printers, distributors and officers of fairs in the United States and Canada.

We are beginning, too, to hear from printers, who make a specialty of distributing matter, such as pamphlets, leaflets, booklets, circulars, almanacs, couriers, programmes, cards, heralds, etc., and the interest manifested leads us to believe that we will secure a large number of readers in this particular field in the near future.

BILLBOARD ADVERTISING is not a bill posters' trade journal, nor is it published solely in behalf of bill posters, poster printers, distributors and officers of fairs. On the contrary, while aiming to give the news and reflect general opinion in each of these three fields, it claims to be and is devoted exclusively to the interests of advertisers and published solely in their behalf.

It aims to be just and fair, regarding the value of all advertising media, and fearless and outspoken in discussing their merits and short comings. Fraudulent schemes, publishers who lie about their circulation, and snags possessing little or no value, are handled without gloves and promptly exposed whenever they are brought to our notice.

It is not a text book, nor does it attempt to educate advertisers. It merely gives advertising news, recounts experience, and discusses theories.

Inasmuch as it is primarily designed for the use and convenience of advertisers, we feel warranted in terming it the advertisers' trade journal.

### It Pays To Advertise

- Printing Presses,
- Printing Inks,
- Printers' Furniture,
- Type,
- Paste,
- Paste Brush Handles,
- Paste Mixers,
- Posters,
- Tickets,
- Paper Cutters,
- Printing Offices,
- Boilers,
- Engines,
- Office Furniture,
- Electrotypes,
- Photo-Engravings,

In the Columns of  
**Billboard Advertising.**



Distributors' Chat.

Woolrich & Co., of Palmer, Mass., manufacturers of Kidney's Food and the Celery Medicine Company, of Kalamazoo, Mich., will shortly cover the South and West with distributing matter.

Mariani & Co., of No. 52 West 15th Street, New York, have in press a handsome booklet advertising Vin Mariani.

The Eureka Chemical & Manufacturing Co., of La Crosse, Wis., will soon be ready to hear from distributors from the East. They purpose covering the entire section between Virginia and Maine with pamphlets.

A round of the printing houses reveals the fact that the following firms have large editions of circulars, booklets, etc., underway viz:

The EV-I-LO Co., Pontiac Building, Chicago, Ills.

C. H. Grube, Robinson, Ill. White Rock Mineral Spring Co., Waukesha, Wis.

Ed. Penaud, 46 East 14th St., New York City Giant Chemical Co., Philadelphia, Pa. A. S. Hinds, Portland, Me.

McKey & Co., 36 Hamilton St., Boston, Mass. Fred. F. Ingram & Co., Detroit, Mich.

Distributors will do well to write them in regard to the distributing.

The W. H. Bathgate Advertising and Distributing Co., of Portage, Wis., are enterprising and reliable. They operate a printing office in conjunction with their advertising business, and conduct the best distributing service in Wisconsin. They are members of the International Association of Distributors of North America.

The Cactus Hair Food Co., of Detroit, Mich., are placing large orders for distributing work.

Church & Co., of New York, proprietors of the Arm & Hammer brand of Soda, have issued a splendid little booklet exploiting the merits of their goods, which is being shamefully wasted by those entrusted with the work of distribution.

Colgate & Co., No. 6 Dutch St., New York City are distributing a neat and taking booklet advertising Octagon Soap. Reliable distributors should place themselves in communication with Messrs. Colgate & Co., without delay.

Reliable men are wanted in every village, town or city in the United States and Canada by the International Association of Distributors. For particulars address, W. H. Steinbrenner, or T. K. Durborow, New No. 811 Vine St., Cincinnati, Ohio.

Negotiations now pending between the International Association of Distributors and the more important circuses will probably lead to the latter placing all of next season's programs through the association instead of carrying their own programmers as heretofore. This means a great saving to the shows, and much new work for members of the association. The Barnum & Bailey Shows alone distribute three million pieces annually.

Messrs. J. J. Hughes & Co., of Lynchburg, Va., who in September, last, succeeded Messrs. Hardy & Dunbar, as City Bill Posters, are an energetic and reliable firm, and can be depended upon to faithfully carry out all contracts. They invite correspondence and will be found as represented.

John H. Beltz, 654 Deacon St., Scranton Pa., is now a member in good standing in the International Association of Distributors. He is reliable, and advertisers would do well to communicate with him.

Edwin R. Negus, of Milford, Mass., is a distributor to whom we would call the attention of advertisers. He is thoroughly reliable and will give satisfaction in every case. He is a charter member of the International Association of Distributors of North America.

W. J. Kryder, Box 665, Dowagiac, Mich., has just finished a large contract of distributing for the California Fig Syrup Co., and the Dr. Kilmor Co., of Binghamton, New York. Mr. Kryder is a member of the International Association of Distributors of North America, and can be depended on every time.

From the way that Boorum, Durborow, Steinbrenner, Fischer and others of the International Association of Distributors are securing new members for the Association, and work for the members, they must not only have plenty of money or first-class credit, but are a long way from following the trail of the woodbine, as some one expressed it a month or so ago.

The ball continues to roll. Messrs. Geo. Runey & Son, of Waukegan, Ills., members of the International Association of Distributors of North America, have closed contracts with California Fig Syrup Co., Williams Bros., Indianapolis, Ind. and Dr. Kiltner Co. of Binghamton, New York.

Times continue dull in some branches of business, but the International Association of Distributors of North America members seem to be doing their share in improving the business of many medicine manufacturing firms as well as advertisers of other trades.

FIRST SPECIAL CONVENTION OF THE

International Association of Distributors of North America.

The First Special Convention of the International Association of Distributors, will take place January 8 and 9, 1895, at Cincinnati, Ohio. Much business of an important nature will be transacted. Over half the members have already signified their intention of being present, and the meeting promises to be a very successful and enthusiastic gathering. Those unable to be present should send their proxies to the secretary and treasurer.

S. M. BOORUM, President, Lock Box 313, Springfield, Ohio.

THOS. K. DURBORAW, Sec'y and Treas., No. 811 Vine St., Cincinnati, O.

DON'T HESITATE.

But Try For Membership in the International Association of Distributors.

No reliable distributor in a county where the International Association of Distributors of North America is without a member, should hesitate to make application for membership.

While it is no easy matter to gain admittance to this Association, yet when one succeeds, that fact alone is a testimonial of his reliability as a man and a distributor, and is certainly worth the effort. Applicants besides having their applications well endorsed, are subjected to a quiet investigation, which, when satisfactory, insures to the new member the fullest measure of confidence from the officers of the Association.

The membership fee is but \$1.50 at present, with every prospect that it will be increased to more than double, probably before the first of the new year. Make application now.

In a recent conversation with a business man of Staunton, Va., in regard to the distributing business in that locality, he remarked that it would be a good business, if the extensive advertiser could be made to see his interest. "But," he said: "for every circular that reaches the public there are nine destroyed in one way or another. I can go to the garbage heaps, out on the commons, and gather up any quantity of advertising matter that has been given to unreliable parties,—boys and negroes to put out, but who as soon as out of sight of a watcher, would throw the matter by the hundreds into the gutters, back alleys, and other out-of-the-way places, so as to soon finish the work."

The above is not an isolated instance, as the numerous letters received by the solicitor of the International Association of Distributors, from members of that organization, making similar statements, will approve as witness, the instances reported recently to the secretary and treasurer of the association by J. B. Clough, of Chicago, J. H. Bell, of Staunton, Va., and Ferdinand Kaiser, of Salem, Ills., all members whose veracity is beyond question.

This state of things is not remarkable when all the facts are known. Yet it is remarkable, that advertisers who spend thousands of dollars every year in preparing and putting before the public attractive advertising matter, should allow themselves to be deceived, and their money wasted, as it is, by an attempt to have their circulars, almanacs, etc., cheaply disseminated,

rather than pay a couple of dollars per thousand to reliable distributors who would honestly place each and every piece of matter in the hands of a housewife or her representative. The advertiser may ask the question—"Are there such reliable distributors, and where can they be found?"

We will answer, ye, there are such distributors and they can be readily found in the members in good standing in the International Association of Distributors of North America, the business offices of which are at new No. 811 Vine Street, Cincinnati, Ohio. Advertisers have no excuse for the waste of valuable matter they are now subject to, for relief is within their reach through the members of the Association to which we refer above.

This Association is constructed of strong sturdy material, ever alert to their own and the Association's interest. But should any member prove unreliable in the execution of his trust, an assessment is promptly levied on the other members sufficient to reimburse the advertiser for his loss and prosecute in the State Courts the dishonest member.

Finally we will say that this organization is composed of bona-fide distributors,—men, not boys—everyone of whom have been highly endorsed by reputable business men of their respective counties as regards their reliability, and no advertiser runs the least risk in extending his patronage to any of the membership.

Some ads are boasts, And some are boasts, But the wise man's ad Is the one he posts

NOTICE—OFFICAL.

The officers and members of the International Association of Distributors of North America will take notice that Mr. W. H. Steinbrenner of Cincinnati, has resigned the office of second assistant secretary of the Association, and I have this day appointed Mr. W. E. Patton, of Corinth, Miss., who will at once enter upon the duties of second assistant secretary, and to whom all communications relating to lists of advertisers and other business of that office should, in the future be addressed to:

THOS. K. DURBORAW, SEC. AND TREAS.

The *Lyceum Critic*, is a monthly journal published in Allegheny City, Pa., that promises to supply a need that has existed for some time. Being interesting as well as instructive, it is none the less unique, and as it grows in favor, as it is bound to do, it will become a favorite advertising medium, that the lyceum attractions generally, as well as bill posters and distributors cannot afford to do without. May it have a long and prosperous career.

Some men put their ads in papers, " " them on the fence, " " never advertise, Who ought to have more sense. —Mankato, (Minn.) Review.

CORRESPONDENCE.

Always make it a point to be prompt and careful about answering correspondence. If the writer had not been in earnest he undoubtedly would not have written you. That, at least, is the way you do things, isn't it? You never write a business letter unless you are really in earnest and desire information. Then please remember that other people very strongly resemble you in the particular.

It isn't the man who accepts some opportunities and lets others slide who wins the greatest success; but it is he who allows not one to pass unimproved. If there is anything in it, he will surely find it out.

It costs nothing save a little trouble to answer correspondence promptly and fully, yet in so doing one may win enormous stakes.—News for Buyers.

WELL ADVERTISED.—It is seldom that a show in a town the size of Prairie City is half as well advertised as the Chase Lister Company, which is making an all week stand in Union Hall. A novel idea of his own in this connection. Mr. Parker, by illuminating his boards, has managed not only to increase the hours during which they are effective, but to render them even more effective by night than by day. The writer never before saw this idea applied in this manner. There's no patent on it.—Weekly Kodak, Prairie City, Ia. Oct. 11, 1895.

At Less Than 1-3 the Cost Of Mailing. The facilities of The International Association of Distributors, enables that organization to distribute Pamphlets, Circulars, Booklets, Leaflets, Almanacs, Couriers, Heralds, Cards, Blotters and Samples at less than one-third what it costs the advertiser to distribute them through the mails. Note the prices, viz: City service, \$1.75 per 1000, Town service, 2.00 " " Village service, 2.50 " " Country service, 3.50 " " And actual cost for expressage & freight. The service rendered is honest efficient, thorough and reliable, and covers every section of the United States and Canada, For estimates, reference, and detailed information, address, W. H. STEINBRENNER, General Agent International Association of Distributors, New No. 811 Vine Street, CINCINNATI, OHIO. CORRESPONDENCE SOLICITED.

Printing-House Gossip.

Hennegan & Co. are printing the calendars for the Royal Insurance Co.

Many of the printing houses are now busy with Christmas covers for the various periodicals.

It is estimated that upwards of 1,600,000 lbs. of paper will be required to turn out the almanacs for 1896.

The polical poster has made its appearance in Ohio.

The Strobridge Lithographing Co., of Cincinnati, O., was tendered a vote of thanks by the Ohio Bill Posters' Association for pasting their paper before sending it out.

The Ottman Lithographing Co. have formally entered the domain of the poster printer.

The Donaldson Litho. Co., of Cincinnati, will print the Christmas cover for Leander Richardson's Dramatic News. This house has been running at night for the past nine months.

Mauberrret's Show Printing House, of New Orleans, will increase their facilities before Spring.

The outcome of the Empire Show Printing Co.'s difficulties will be watched with great interest by showmen. This plant could be made the most profitable of any house in the west.

There are now eleven printing houses turning out commercial posters.

It is rumored that Springer & Welty have given up the ghost.

The Riverside Show Print Co., of Milwaukee, are very successful with their commercial posters.

It is said that the interest of Enoch Morgan's Sons in the Gillin Litho Co. is for sale.

The Enquirer Show Print. Co., of Cincinnati, have decided to get up a line of commercial posters. The hustling solicitor, Frank Sing, will push them.

Chas. Hood has been very successful with the W. J. Morgan line and that of The Riverside, of Milwaukee.

The Donaldson Co. has gotten out a nine-sheet Santa Claus poster.

THE real student of advertising knows there are possibilities everywhere and in everything. The sign on his store front, the appearance of his building, the locality, the style of his stationery, the person appearance of the proprietor and his employees, their deportment, manners and courtesy, the tone of a letter, the style of a hand writing, the use of a type writer, in fact anything and everything that is at all likely to create interest, excite attention, or occasion comment, is an advertisement, and a good advertisement at that.

FRANK SING.

That genial and hustling agent, Mr. Frank Sing, was a BILLBOARD caller October 22nd. Mr. Sing was in Cincinnati for the purpose of closing a contract with the Enquirer Job Printing Co. to handle the new line of posters which that well-known office is now getting up. Mr. Sing has his office and makes his headquarters with the Libbie Show Print. Co., of Boston, Mass., and his territory includes everything east of Cleveland, Ohio, and north of Washington D. C.

He speaks in the highest terms of the improved service which the bill posters of the east, and especially of New England, are giving to patrons. In Providence, Worcester, Fall River, Boston, Troy and Portland he says the service is especially good.

Business in general is reviving in Mr. Sing's estimation, and he confidently looks forward to a boom in the near future.

The Showmen's Convention.

The third annual convention of the Protective League of American Showmen, which takes place at Cincinnati, January 7th, 8th and 9th, 1896, will be largely attended. Representative from all the large circuses will be present, including Mr. Louis E. Cooke, of the Barnum & Bailey, Messrs Peter and Ephraim Sells and Shell Barrett, of the Sells Brothers' Shows; B. E. Wallace and Wm. Fuller, of the Wallace Shows; Walter L. Main, of the Main Show; John F. Robinson and John, Jr., of the Robinson Show; L. W. Washburn, W. E. Franklin, J. P. Fagan, M. B. Raymond, E. M. Burk, Ralph Peckham, Sam Dawson, W. C. Boyd, Ed Brennan, F. E. Davies, Ed Davis, Joe McMahon, Geo. Castello, Geo. Sun, Fred Locke, and hosts of others, too numerous to mention.

THE signs of the times—mural signs and painted bulletins.

POSTER PRINTERS.

Advertisements under this head are printed free of charge in non-profit. Bold face type two dollars per year. Display advertisements (not exceeding seven lines, twenty-five cents per line. Advertisements amounting to one dollar and over include a year's subscription, free.

- Bien, Julius & Co., 140 6th Ave., New York
Boston Job Printing Co., 4 Alden, Boston
Brooklyn Daily Eagle Job Printing Co., Brooklyn
Brooklyn Times Printing Co., Brooklyn
Budget Show Print, Box 35, Elmira, N. Y.
Calhoun Printing Co., Hartford, Conn
Calvert Litho Co., Detroit, Mich
Cameron Show Printing Co., 57 Ann, New York
Central City Show Printing Co., Jackson, Mich
Central Litho and Eng Co., 140 6th Ave., New York
Central Show Printing Co., 143 Monroe, Chicago
Commercial-Gazette Job Rooms, Cincinnati
Correspondent Show Printing Co., Piqua, Ohio
Courier Printing Co., Brantford, Ontario
Courier-Journal Job Rooms, Louisville, Ky.
Courier Show Printing Co., Buffalo, N. Y.
Cox's Sons, John, Guy and Fred, Baltimore
The Donaldson Litho. Co., Cin'ti, O.
Eichner & Co., Baltimore
Empire Show Printing Co., 73-75 Plymouth Place, Chicago
Enquirer Job Rooms, 58 East Eighth, Cincinnati
Enterprise Show Print, Cleveland, O.
Erie Show Printing Co., Erie, Pa
Fair Printing House, Norwalk, O.
Forbes' Litho Co., 181 Devonshire, Boston
Francis & Valentine, 517 Clay St., San Francisco
Free Press Show Print., Detroit.
Fox, Richard K., Franklin and Dover, New York
Gribler Litho Co., Chicago.
Gillin Show Print, 122 West 14th, New York
Goes' Litho Co., 140 Monroe, Chicago
Gt. Am. Eng & Print Co., 57 Beckman, New York
Great Western Printing Co., 511 Market, St Louis
Greve Litho Co., The Milwaukee, Wis
Haber, P. F., Fond-du-lac, Wis
Hasselman Printing Co., Indianapolis, Ind
Hatch, C. R. & H. H., Nashville, Tenn
Hennegan & Co., Cincinnati, Ohio.
Jackson, J. B., 48 Cent, New York
Jordan Show Printing Co., 128 Franklin, Chicago
Journal Job Rooms, Columbus, O.
Ledger Job Office, 605 Sanson, Philadelphia
Libbie Show Print., Boston, Mass.
Lick Show Print, Fort Smith, Ark.
Lieber & Maass, 224 Centre, New York
Mauberrret's Printing House, New Orleans, La.
Metropolitan Printing Co., 222 W. 26th, New York
Meyer Litho. Co., The H. C. 342 west 14th st. New York.
Mitchell, Chas., Ottawa, Ont., Canada
Morgan, W. J. & Co., St. Clair, Cleveland
Morrison Show Print., Detroit, Mich.
National Printing & Eng. Co., Chicago
Orcutt Litho. Co., Chicago
Pioneer Printing Co., 214 Jefferson, Seattle, Wash
Planet Show Print, Chatham, Ont., Canada
Richardson & Foss, 112 4th Ave., New York
Riverside Printing Co., 216 3rd, Milwaukee, Wis
Sackett & Wilhelms Litho. Co., 5th Ave. and 16th St., New York.
Saffin, H. T., 172 Skillman Ave., Brooklyn
Seers, A. S., 19 E. 17th street, New York
Shober & Arqueville, Jackson St., Chicago
Springer & Welty, B-way and 31st, New York
Star Printing Co., 606 1/2 Second, Seattle, Wash
Sterrett Show Print San Francisco, Cal.
Strobridge Litho Co., Cincinnati
Union and Advertiser Co., Rochester, N. Y.
Union Job Printing Co., Walla Walla, Wash.
United States Printing Co., Cincinnati
What Cheer Show Printing Co., Providence, R. I.
Winterburn Show Print., 156 Clark, Chicago

Are You a Printer? Do You Set Ads? If you are the first, and do the second, you should subscribe for Printers' Ink, a publication from which you may glean many good ideas in composing ads. While PRINTERS' INK is intended principally for advertisers, yet every printer that sees it speaks highly of it, and all admire it. Its ads are set in an artistic manner, and that is what ad. setters are interested in. The price now is \$2.00 a year; after Jan. 1, '96, it will be \$5 a year. \$10 will pay for it until Jan. 1, 1901. Address Printers' Ink, 10 Spruce Street, N. Y. Send for Sample Copy.

THE LEADING SHOW PRINTERS (LITHOGRAPHIC OR BLOCK) IN THE UNITED STATES USE THE AULT & WIBORG CO'S POSTER INKS ARE YOU ONE OF THEM? THE AULT & WIBORG CO CINCINNATI NEW YORK CHICAGO

PRINTING HOUSES That execute high-class Distributing Matter The following firms make a specialty of finely printed Booklets, Pamphlets, Hand Bills, Fliers, Dodgers, Circulars, Herald, Couriers, Programs, Blotters, Fancy Cards and Novelties. Advertisements under this head same as above. Blackwater Courier Job Office, Franklin, Va. The Donaldson Litho. Co. Cin'ti, O. Esion, Allen & Co., Grand Rapids, Mich. Hennegan & Co., Cincinnati, O. Libbie Show Print, 6-12 Beach St., Boston, Mass. Lotus Press, 140 west 23rd St., New York City. Mauberrret's Printing House, New Orleans, La. L. Frank & Co., 256 Rosbury St., Boston, Mass. Saffin Show Print, 172 Skillman Ave., Brooklyn. Van Fleet, 88 Centre, New York. Winthrop Press, New York. Woodmansee, G. W. & Co., Rockville, R. I.

Let's Get Acquainted? Send for our Specimen Book that will introduce us, but Don't forget to ask about our CHINESE BLACK "Just for fun, you know—not business—for, of course, you are perfectly suited and would not change your ink for your father. Yes, we know; sounds natural.

EAGLE PRINTING INK & COLOR WORKS, 148-152 Monroe Street, Chicago.

To first ten persons sending us orders for our inks, resulting from this ad. in "Billboard Advertising," we will send a handsome present. So be sure and mention the paper.

FAIRS AND EXPOSITIONS.

News, Notes and Comments of an Interesting Nature.

Commence work now on next year's fairs.

Poultry shows and petstock exhibitions are on the increase.

The gorgeous crysanthemum shows are with us. They are aptly termed the florists' fairs.

Present indications point to a large increase in the number and importance of bench and horse shows, to be held during the coming season.

The pure food exhibition has come to stay. It is safe to say that no more valuable advertising medium can be found by purveyors and food manufacturers.

A paragraph to the effect that there would be twenty-two hundred fairs held during the season of 1895, recently went the rounds of the press, but a careful canvass reveals the fact that in reality there is less than one half that number.

The attendance at the Cotton States and International Exposition mounts higher and higher day by day, and interest and enthusiasm grow apace. Although much of Mr. Cooper's clever work was ruined by the incompleteness of the show when first opened, the ultimate success of the undertaking is now assured beyond the shadow of a doubt.

The International Industrial Exposition will open at Johannesburg, South Africa, May 1st and closes June 30th, 1896. It is under the auspices of the government of the South African Republic, the president of which, S. J. P. Kruger, is also the president of the exposition. Chas. P. De Garmo, well-known in America, is general manager, with the title of director general. All communications and inquiries should be addressed to Chas. P. De Garmo, P. O. Box Johannesburg, S. A. R. South Africa. Postage twelve (12) cents for every half ounce or fraction thereof.

Eternal vigilance is the price of success, and the man who is eternally vigilant is worthy of his hire. Moral—give the secretary a good substantial salary. On him more than any other depends the outcome of the fair.

Preparations for the International Exposition to be held at the City of Mexico, in 1896, are well under way.

Agricultural societies will find that nothing will contribute so much towards the success of next year's fair as an early start. Organizations should be effected now and officers elected immediately. Then too, the date should be set at the earliest opportunity. The winners are first in the field.

BILLBOARD ADVERTISING honestly believes that it reaches ninety-eight per cent of the fairs of the United States and Canada. They are all bona fide subscribers too.

Advance Sketch of International Exposition to be held in 1900.

Plans for the International Exposition, to be held in Paris in 1900 have been completed to the minutest detail, and officers have been appointed to superintend the work. The Government has charge of the undertaking, and the work has been begun. Ambassador Fatenotre, who has just returned from France, will present to Congress an invitation to the United States to participate, and has given a sketch of the display.

The Exposition will open April 15, 1900, and will last until Nov 5. The location chosen is in the heart of the busiest and most historic part of Paris, in the immediate neighborhood and partly including the Champs de Mars, le Trocadero, le Quay d'Orsy, L'Esplanade des Invalides, that part of the Champs Elysses known as the Coeur de l'Rein, le Palace de l'Industrie. It is probable, however, the Palace de l'Industrie, which was a center of former expositions, will be torn down to make place for a much larger building. The grounds are to extend along both sides of the River Seine, and great bridges are to be built across the river. One of these, at the Hotel des Invalides, will be so great as to amount to a complete covering of the river for a long distance.

The means of production and the articles produced will be exhibited side by side as far as possible. The various classes of machinery will be shown in their stages of development, each machine being in operation and its production placed on exhibition as fast as it accumulates. Another feature of the Exposition will be Scientific Congresses similar to those inaugurated at the Chicago Exposition. A historical exhibit of French art and music will be displayed.

One of the striking novelties will be a retrospective view of the nineteenth century just ended. It will be a glance backward of one hundred years, showing the progress made by the world in all branches of science, industry and art.—Commercial Gazette, Oct. 15, 1895.

The Texas Fairs for the season 1895 were as follows:

- Jack County Fair, at Jacksboro, Oct. 1st to 5th, inclusive.
Cleburne Fair, Oct 3rd to 5th inclusive.
Bell County Fair, at Belton, Oct. 8th to 12th, inclusive.
Fannin County Fair, at Bonham, Oct. 8th to 12th, inclusive.
Hill County Fair, at Hillsboro, Oct. 9th to 12, inclusive.
Limestone County Fair, at Groesbeck, Oct. 9th to 12th, inclusive.
Comal County Fair, at New Braunfels Oct. 12th to 13th, inclusive.

Albany City Bill Posting Co., J. Ballard Carroll, Manager. 35 Beaver Street, ALBANY, N. Y.

- Navarro County Fair, at Corsicana, Oct. 15th to 18th, inclusive.
Robertson County Fair, at Calvert, Oct. 15th to 18th, inclusive.
Grayson County Fair, at Sherman, Oct. 17th to 18th, inclusive.
Concho Valley Fair, at San Angelo, Nov. 5th to 8th, inclusive.
Driving Park Association, at Houston, Nov. 5th to 30th, inclusive.
Cherokee County Fair, at Rusk, Nov. 13th to 15th, inclusive.

THE FAIRS.

The fairs for 1895 are nearly all over and the season is rapidly drawing to the close. As is always the case, some have been highly successful and others have been flat failures. This is a condition of affairs which has obtained from time immemorial, and while deplorable, there is little reason to believe that any marked improvement will ensue until experience and managerial ability in this direction are valued at a fair figure.

Under normal conditions, there never yet has been an instance where a fair with a manager of experience at the helm, has scored a failure. Nine times out of ten when the outcome has been unsuccessful, it will be found that it was owing to the incapacity of the secretary, who might better be termed the manager.

The idea that is prevalent among many societies, especially new ones, that anyone can pilot a fair to a successful issue, is the very worst kind of fallacy. The position is one which requires experience and entails close application and much hard work. After a man has filled it successfully for three or four consecutive years, and knows the laborious nature of the duties attached to the position, he will not readily undertake it when the emoluments are merely nominal.

Just why the average management of the country fair strives to antagonize the foreign exhibitor is past understanding. His wares are almost invariably attractive and interesting, he pays liberally for the space he occupies, and never quarrels over awards. It would seem that more of the foreign element is desired instead of less.

NEATNESS.

Without her leave he stole a kiss. He said, Oh, bliss! A sharp command was promptly his: "Just put that back, I tell you this, Where it belongs, spoke haughty miss. He did. Oh, bliss!—Life.

WRITE TO



THE BELLEVILLE, ILL., (LICENSED) BILL POSTER AND DISTRIBUTOR.

THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

- It gives the population of the town.
It gives the population of the county.
It gives the name of the bill poster.
It gives his street address.
It gives the name of the distributor.
It gives his street address.
It gives the name of the opera house.
It gives the name of the local manager.
It gives the names of the halls.
It gives the names of their managers.
It gives the names of the newspapers.
It gives the names of the editors.
It gives the date of publication.
It gives the names of the dramatic critics.
It gives the names of the dramatic correspondents.

It gives the name of a good attorney. It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Let the theatrical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

The price of the Donaldson Guide is \$1.00 each, and it is worth many times its cost to those who need it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvass for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON, Cincinnati, Ohio.

SEND FOR BLANKS

Poultry Shows.

NOTE—Unless given, the secretary's address corresponds with that of the show.

CALIFORNIA.

San Francisco. E. H. Freeman, sec'y. Santa Clara, Cal. Dec. 11-17. Oakland. I. K. Felch, judge, F. Mecklem, sec'y, 417 Sacramento street, San Francisco, Cal, Jan. 15-21.

COLORADO.

Colorado Springs. F. W. Hitchcock, judge, J. M. Hill, sec'y, 602 East Kiowa street, Jan. 1-4. Denver. I. K. Felch, judge, John Herr, sec'y, Jan. 6-12.

CONNECTICUT.

Seymour. G. H. Weaver, sec'y, Dec. 25-27. Derby. F. B. Zimmerman, H. P. Scudder and N. A. Nichols, judges, E. M. Hunt, sec'y, Dec. 24-26.

DISTRICT OF COLUMBIA.

National Poultry Show, Washington. Geo. E. Howard, sec'y, Feb. 12-18.

GEORGIA.

Cotton State Exposition, Atlanta. C. A. Collier, sec'y. Dec. 5-12.

ILLINOIS.

Danville. Vermilion County Poultry Association, Jan. 6 to 10.

INDIANA.

Indiana Pigeon & Pet Stock Association. Frank Erdmeyer, sec'y, Dec. 2-6. Kokomo. E. E. Sanders, sec'y. Dec. 16-20.

IOWA.

Cedar Rapids. Cedar Rapids Poultry association Dec. 30 to Jan. 4. Ottumwa Poultry Association, Ottumwa. W. S. Russell, judge, C. A. Muir, sec'y, Nov. 21-23.

Iowa State Poultry Association, Ottumwa. Shel-labarger and Emry, judges, W. S. Russell, sec'y. Dec. 2-7. Mt. Pleasant. W. S. Russell, judge. C. R. Doe, sec'y. Dec. 10-14.

Hampden. Holden and Hersey, judges, Paul Jones, sec'y, Dec. 30-Jan. 4.

KANSAS.

Parsons. J. W. Wale, judge. J. R. Alexander, sec'y. Nov. 12-15. Topeka. Theo. Hewes, judge, D. A. Wise, sec'y, Jan. 6-11.

KENTUCKY.

Louisville. The Kentucky Poultry and Pigeon Breeders' Association, Dec. 18 to 20.

MASSACHUSETTS.

Amesbury. I. K. Felch, judge. E. J. Graves, sec'y, Dec. 4-6. Northampton. C. H. Tuttle, sec'y, Jan. 7-10. Boston Poultry Association, Boston. C. M. Weld, sec'y, Jan. 14-18.

MICHIGAN.

Saginaw. Butterfield and Tucker, judges, A. F. Herbert, sec'y, Ionia, Mich. Dec. 10-13. Concord. I. K. Felch, judge. Jas. A. Tucker, sec'y. Dec. 23-25.

State Show, Jackson. Bridge, Butterfield, Sewell, Tucker, Slifer, judges, F. W. McKenzie, sec'y, Concord, Mich. Jan. 7-12. Grand Rapids. Hewes and Tucker, judges, Alice M. Mason, sec'y, Jan. 20-24. Marquette. Bronson, judge, Geo. W. Freeman, sec'y, Jan. 23-26.

MINNESOTA.

Winona. Winona Poultry Association, Jan. 13 to 18.

MISSOURI.

Mid-Continental, Kansas City. F. M. Slutz, sec'y, 2024 Chestnut street. J. W. Wale, W. S. Russell, Sharp Butterfield, J. H. Drevenstedt, Theo. Sternberg, F. W. Russell and D. T. Heinlick, judges, Nov. 27-Dec. 2.

Stewartsville. Theo. Hewes, judge. C. C. Roberts, sec'y. Dec. 4-6. St. Louis. J. Y. Bicknell, H. A. Bridge, D. T. Heimlich, J. W. Wale and F. W. Hitchcock, judges. G. R. Crouse, cor.-sec'y, Jefferson Bar-tacks, Mo. Dec. 9-14.

Lebanon. Theo. Hewes, judge. G. H. Hinds, sec'y. Dec. 16-21. Hutchison. Cy Emry, judge, Dr. J. F. McArthur, sec'y, Jan. 1-4.

NEBRASKA.

Tecumseh. Al. N. Dafeo, sec'y. C. A. Emry judge. Nov. 28-30. Auburn. W. S. Russell, judge. H. J. F. Wert, sec'y. Dec. 17-21.

Wayne. L. P. Harris, judge, H. Gregory, sec'y, Dec. 18-20. Beatrice. Cy A. Emry, judge, E. E. Greer, sec'y Dec. 24-27.

NEW JERSEY.

Garden State Poultry and Pigeon Association Hackensack, C. W. Johnson, sec'y, Cranford N. J. Nov. 26-28.

NEW MEXICO.

Albuquerque. Snyder, judge, A. F. Overman, sec'y, Jan. 13-19.

NEW YORK.

Meridian. Wm. H. Carr, Jr., sec'y. J. Y. Bick-nell, judge. Nov. 19-22. Rochester Panners' Club, Rochester. W. J. Harrison, sec'y. Dec. 2-6.

Rochester. H. P. Schwab, judge. Dec. 16-21. Smyrna. Sharp Butterfield, sec'y, S. K. Wilcox, sec'y, Dec. 31-Jan. 2.

Hamburg. J. C. Pease, sec'y, Jan. 6-10. New York Poultry and Pigeon Association, Madison Square Garden, New York City. H. V. Crawford, sec'y, Montclair, N. J. Feb. 1-6.

Titusville. Titusville Poultry Association, Dec. 10 to 13.

OHIO.

Cleveland and Ohio State (Columbus). Cleve-land. Pierce, Butterfield, Bridge, Barker, Murphy and Weston, judges. W. S. Rowe, sec'y, 18 Herscheur St. Dec. 4 to 11.

Tri-State Poultry and Pigeon Association, East Liverpool. J. A. McIntosh, sec'y. Dec. 4-14. Tiffin. J. Y. Bicknell, judge. D. S. Biller, sec'y, Dec. 15-21.

Alliance. Sharp Butterfield, judge, C. S. Angle-meyer, sec'y, Dec. 26-31. Dayton. I. K. Felch, judge, C. H. Clark, sec'y, 126 Hawthorn street, Dec. 26-31.

Findlay. R. M. Wise, sec'y, Jan. 1-4. Washington C. H. W. R. Dalby, sec'y, Jan. 4-8. Bloomington. J. B. Feele, sec'y, Jan. 6-10.

Toledo Fanciers' Association. John Davidson, dog judge; Sharp Butterfield, poultry judge; A. M. Big and A. W. McClure, pigeon judges; A. W. Bell, sec'y, Jan. 28-31.

PENNSYLVANIA.

Pittston. F. P. Cosper, sec'y. Dec. 17-21. Erie. Northwestern Pennsylvania Poultry As-sociation, Jan. 1-4.

RHODE ISLAND.

Rhode Island Poultry Association, Providence, H. S. Babcock, sec'y. Dec. 10-14.

TENNESSEE.

West Tennessee Poultry Association, Jacks-son. C. A. Emry, judge, H. M. Dawson, sec'y, Jan. 6-10. Nashville. A. R. Gray, sec'y, Jan. 14-18.

TEXAS.

Dallas Exposition, Dallas. C. A. Cour, sec'y. Oct. 19 to Nov. 3. Fort Worth. D. O. Lively, sec'y. D. M. Owen, judge. Dec. 10-12.

State Show, Galveston. J. G. McReynolds, sec'y, Neches, Tex. Dec. 17 to 21.

UTAH.

Salt Lake City. J. W. Haslam, sec'y, Jan. 6-10.

VIRGINIA.

Roanoke. J. H. Drevenstedt, judge. Frank A. Lovelock, sec'y, Salem, Va. Dec. 4-7.

WASHINGTON.

Tacoma. Theodore Sternberg, judge, F. A. Row-sell, sec'y, Dec. 31-Jan. 4. Seattle. I. K. Felch, judge, W. B. Goodrich, sec'y, Jan. 23-28.

BRITISH COLUMBIA.

Vancouver Poultry Association, Vancouver. Cor Spice, sec'y, Jan. 7-11.

Conventions, etc.

Nov. 12, 13. Iowa Woman Suffrage Association, 24th annual meeting, Des Moines, Ia.

Nov. 12 to 25. Knights of Labor, 19th annual session, Washington, D. C.

Nov. 19 to 21. Immigration Convention, St. Paul, Minn.

Nov. 20 to 23. Kansas Dairymen's association, 9th annual convention, Newton.

Nov. 12 to 14. Iowa State Dairymen's associa-tion, Waterloo, Mo.

Nov. 19. National Manufacturers' Association, Chicago, Ills.

Nov. 29. Congress of Librarians, Atlanta, Ga.

Nov. 12. Texas Irrigation Association, at San Antonio, Tex.

Dec. 6, 7. Reform Press Association, Lawrence, Kas.

Dec. 27, 19. Annual meeting Maine State Grange Bangor, Me.

Nov. 12. Buckeye State Press Association meets in Cincinnati, O.

Nov. 25. Trans-Mississippi Commercial Con-gress, Omaha, Neb.

Nov. 12, 15. Ancient Accepted Scottish Rite of Freemasonry, of the Orient of Illinois, fall convention, Quincy, Ills.

Dec. 11, 12. State Dairymen's Association, at Syracuse, N. Y.

Jan. 8, 9. Protective League of American Show-men, Cincinnati, O.

Jan. 8, 9. International Association of Distri-buters, Cincinnati, Ohio

Expositions.

Atlanta, Ga. 1895. Sept. 16, to Dec. 31.

Baltimore, Md. 1896. Indefinite.

Dallas, Tex. 1896. Oct. 12 to Nov. 15.

Montreal, Can. 1896. Indefinite.

Nashville, Tenn. 1896. Sept. 1 to Dec. 24.

St. Louis Mo. 1896. Indefinite.

Winnipeg, Manitoba. 1896. Indefinite.

Foreign Expositions.

Paris, France. 1900. April 15 to Dec. 31. Johannesburg, South Africa. 1896. May 1 to June 30. Chas. P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.

Fairs, Etc.

Dickinson, Tex. Texas Coast Fair, Nov. 19 to 23. Rusk, Tex. Cherokee County Fair, Nov. 13 to 18. Santa Ana, Cal. National Circuit Races, Nov. 27. Grand Rapids, Mich. Pure Food Show, Nov. 18 and continuing two weeks.

San Francisco, Cal. Horse Show, Dec. 3 to 7. New York, N. Y. Live Stock Society of America Madison Square Garden, Nov. 25 to 30.

Nov. 11 to 16. National Horse Show, Madison Square Garden, New York.

Nov 6 to 16. American Horse, Fat Stock, Dog and Poultry Show, Chicago, Ills.

Flower Shows.

Hartford, Conn. Connecticut Horticultural Soci-ety, Nov. 12 to 14. Council Bluffs, Ia. Southwestern Iowa Horti-cultural Society, Dec. 16 to 20.

Frankfort, Ky. Frankfort Chrysanthemum Show, Nov. 19, 20. Louisville, Ky. Florist Association, Nov. 13 to 16. St. Louis, Mo. Annual Chrysanthemum Show, Nov. 13 to 17.

Albany, N. Y. Chrysanthemum Display, Nov. 12. Philadelphia, Pa. Pennsylvania Horticultural Society, Nov. 5 to 9.

Houston, Tex. Flower Show, Nov. 14, 15.

The Story of Cinderella.

One of the quaintest conceits in the way of an advertising novelty that has been produced in years.

A beautiful TOY BOOK, with illuminated cover and profuse illustrations that you can afford to give away as an advertisement.

SEND A TWO CENT STAMP FOR A SAMPLE.

YOU CAN PRESENT EVERY CHILD OR EVERY ONE OF YOUR PATRONS WITH A CHRISTMAS GIFT THAT WILL BE APPRECIATED AND PRESERVED. AS THERE IS AMPLE ROOM ON EVERY BOOK FOR YOUR CARD, YOU THUS SECURE THE VERY BEST KIND OF ADVERTISING VALUE.

THIS BOOK HAS 8 PAGES. THIS BOOK HAS 16 PICTURES. THIS BOOK HAS AN ILLUMINATED COVER. THIS BOOK MEASURES 5 1/2 X 8 INCHES IN SIZE. THIS BOOK IS WELL PRINTED.

Table with 3 columns: Price per copy, Price with advertisement, Price per 100 copies. Includes rates for 500, 1000, 2000, 3000, 5000, 10000 copies.

HENNEGAN & CO., CINCINNATI, O.

Our Christmas Number

- Will be issued December 1st.
Will contain 36 pages.
Will have illuminated covers.
Will contain a Christmas Story.
Will contain a Bill Posting Story.
Will be handsomely illustrated.
Will be printed on superb paper.
Will be beautifully bound.
Will contain many apt articles.
Will contain three pretty poems.
Will contain two new departments.
Will sell for fifty cents each.

Although the price of the Christmas Number of BILLBOARD ADVERTISING will be twenty-five cents, subscribers all receive it without extra charge.

Subscribers who desire extra copies of the Christmas Number will please order them through their newsdealer.

All the opinions you have formed,  
All that you have surmised,  
All that you have guessed, in  
Regard to the cost and value  
Of Advertising by means of Posters,  
May be wrong.

Write me about it.  
It takes but a minute.  
It costs but Two Cents.

I represent the leading poster printing establishments of  
America, the Associated Bill Posters' Association of the  
United States and Canada, The United Bill Posters' Associ-  
ation of Great Britain, and the Australasia Bill Posting and  
Advertising Company, of Australia.

I print bills and post them anywhere on earth.

Edw. A. Stahlbrodt, 621 Broadway, New York City.

### Electrotyping.

We Do It

In The Right Manner,  
And Our Prices are Right

W. A. Winkelman & Co.

218-220 E. Ninth St., Cincinnati.

Write To  
Montague & McHugh  
Fairhaven, Wash.

For Information Regarding The Famous  
WASHINGTON  
CEDAR  
SHINGLES.

When you write, mention *Billboard Advertising*.

Chas. H. Day's Circus Story,  
"Young Ad. Forepaugh,"  
THE ELEPHANT TRAINER.  
Mailed on receipt of twenty cis. L. H. DAY  
WHITNEYVILLE, CONN.

When you write, mention *Billboard Advertising*.

L. W. EATON,  
BILL POSTER  
AUBURN, N. Y.

When you write, mention *Billboard Advertising*.

#### Bill Posters Distributors

Should paint signs. No experience re-  
quired if you use our patterns and instruc-  
tions. Send to cents for sample patterns  
and full particulars.

Littlefield Co., Adams, New York.

When you write, mention *Billboard Advertising*.

Cheboygan, Mich., Pop. 8,000.

A. J. FINN,

City Bill Poster & Distributor

Sole Control of all Bill Boards, Telegraph,  
Electric Light and Telephone Poles.  
ALL WORK GUARANTEED.

When you write, mention *Billboard Advertising*.

SAY!

A A A

ADVERTISING ATTRACTS ATTENTION

JOHN A. LAKIN,

CITY BILL POSTER

1868. COOPERSTOWN, N. Y. 1895.

When you write, mention *Billboard Advertising*.

## The Christmas Number Of Billboard Advertising.

- Will Be Issued December 1st.
- It Will Consist Of 36 Pages, Will Have
- An Illuminated Cover, Beautifully Lithographed
- In Colors, And Will Be Superbly Illustrated
- Throughout. • The Free List Will Be Entirely
- Suspended As Far As Bill Posters And Dis-
- tributors Are Concerned, Hence, Those Who
- Desire To See A Copy Of This Handsome Num-
- ber Will Either Have To

### Subscribe Now

- Or Order It Through Their Newsdealer.
- No Sample Copies Will Be Sent To Anyone.

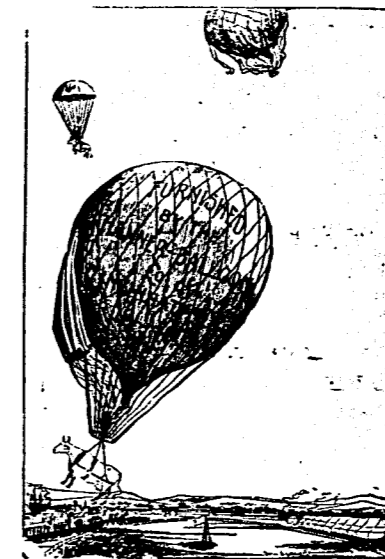
## Many Bill Posters

- Are making from \$20.00 to \$40.00 per week in
- commissions by selling our Commercial Posters.

## You Can, too.

- Write to us and we will send you a set of Samples
- and tell you how to do it.

The Donaldson Litho. Co.  
Cincinnati, O.



For Ascensions  
Of Any Description,  
Address,  
The Great Hanner Balloon Co.  
CINCINNATI, OHIO.

ISSUE IDEAS. Cost \$1. Makes you \$50. New  
Samples 10c. Plan free. ADAGE CO., Boston

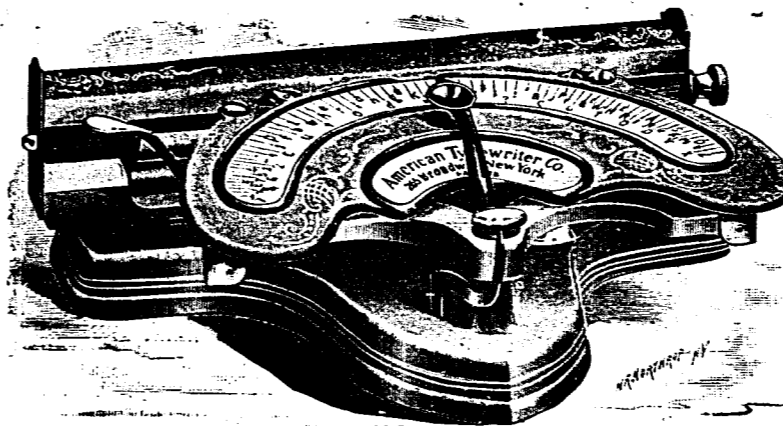
MONTANA  
Bill Posters' Association,

C. A. HARNOIS, Helena,  
STATE CONTRACTOR FOR  
Bill Posting, Distributing, and  
General Advertising,  
Helena, Butte, Great Falls, Missoula,  
Anaconda, Bozeman, Livingston,  
Billings, Deer Lodge.

One Dollar  
Sent to  
Billboard Advertising Co.  
Cincinnati,  
During November  
Will Secure  
To the Sender  
A Subscription to  
Billboard Advertising  
Beginning with  
December, 1895, and  
Extending to  
January, 1897,  
Including  
Two Christmas Numbers  
Which alone  
Are worth  
The Dollar.

Bill Posters!  
Best Paste Brush Handle on Earth.  
I HAVE THEM. YOU NEED THEM.  
MACK W. PEACHEE,  
16 Water Street, INDIANAPOLIS, IND.

Have you seen the New Model No. 2  
Improved American Typewriter? \$8



Contains New Ideas and Improved Construction developed in the manufacture and use of thou-  
sands of the No. 1. It is a marvelous combination of simplicity and capability, being rapid, durable,  
portable, and serviceable. Writes in sight; uses no ribbon, but prints direct from the type, which,  
combined with the perfect alignment, gives results unexcelled by any; handsomely enameled and  
nickelplated; every machine is guaranteed.

Our Third Year and No Competitor. Send for catalogue and letter written with it.  
AMERICAN TYPEWRITER COMPANY  
CITY HALL SQUARE, NEW YORK.

The Old Reliable.



JOHN CHAPMAN.

THE  
JOHN CHAPMAN CO.

LICENSED CITY AND SUBURBAN

BILL POSTERS,  
DISTRIBUTERS,

ART BULLETIN ADVERTISERS,  
PASTE MANUFACTURERS.

19 Longworth St., Telephone 2314.

CINCINNATI, O.

## We Do It All

"Newspapers for the classes  
Posters for the masses."

DESIGN, PRINT AND POST.

In dealing with us, you avoid all the worries that  
are incidental to bill board advertising. One contract  
covers everything. Give us your idea, or the particular  
line you wish to advertise, and we will furnish the

### DESIGN

Original and appropriate. We have a large stock of  
Posters, from the single sheet to the twenty-sheet stand,  
which we can furnish on one day's notice, and

### PRINT

Your advertisement to suit. Our facilities are such that  
we can guarantee prompt and satisfactory work at  
prices that defy competition. We also contract to

### POST

Your bills in any desired territory, or number of cities  
or towns, for long or short time. One contract covers  
everything. Again we say,

Go off eyes  
The poster cries."

WE DO IT ALL—

DESIGN, PRINT AND POST.

The Whelan Poster Advertising Co.

No. 141 East Fourth St., CINCINNATI, O.

PUT **LEXINGTON** ON YOUR LIST.



FOR  
**BILL POSTING,  
DISTRIBUTING,  
SIGN ADVERTISING,**

Lexington is the hub of the Famous Blue Grass Region of Kentucky. The people for fifty miles around come to Lexington to buy their goods. 7 railroads and 14 smooth turnpikes, makes traveling easy. They come, stay all day, and go home at night loaded with goods. They are the most properous people on earth.

**THERE IS ONE WAY, AND ONLY ONE, TO REACH ALL OF THESE PEOPLE, AND THAT IS**

**BILL BOARDS AND BULLETINS**

IN AND AROUND LEXINGTON.

**TO BILL IT RIGHT SEND**

600 or 700 sheets paper. If it's Stands, we can only use 18 4x7; or 40 4x4; or 40 2x4; or 50 2x6. Can judiciously use 100 three-sheets; 300 to 500 one-sheets, although 500 is too many, unless you haven't any other paper.

**DISTRIBUTING.**

6500 Circulars or Books will cover the town thoroughly, one in every house, one to every person in stores, offices, etc.

**THE PRICE.**

Posting: 7 cents per sheet, 30 days. Showing, 3 cents first week, 2 cents next, and 1 cent each for next two weeks. Distributing: \$1.50 for Circulars; \$2.00 to \$2.50 for books; Samples \$1.50 to \$3.00.

**RAMSEY & CO.**  
LEXINGTON.

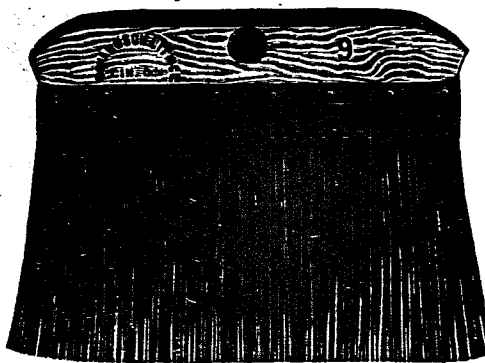


**WE WANT**

The names and addresses of Sign Painters, especially those who make a specialty of writing fancy window cards, placards and signs.

**WE PAY**

For these addresses in Cash, or subscriptions, or advertising space. Address,  
**BILLBOARD ADVERTISING CO., Cincinnati.**



**THE DONALDSON  
BILL POSTERS'  
PASTE BRUSH**

COPPER BOUND & STEEL RIVETED  
THE BEST AND MOST DUR-  
ABLE OF THEM ALL.

PRICES:  
10 in. each, \$3.75 | 10 in. doz, \$40.00  
9 " " 3.25 | 9 " " 36.00  
8 " " 2.85 | 8 " " 32.00

SEND YOUR ORDER TO  
**The Donaldson Litho. Co.**  
CINCINNATI, OHIO.

**Mauberret's Printing House, Limited**

Printing **Posters** Work  
in ALL its Branches. THE FINEST. Prices THE LOWEST.  
all sizes.. all styles.  
526 to 532 Poydras Street,  
NEW ORLEANS.  
Engraving

When you write, mention *Billboard Advertising*.

**HIGH-CLASS Half-Tone ENGRAVING.**



SEND good Photograph and Get a Good Cut.

PRICES:  
2x3, \$2.50  
2 1/2 x 3 1/2, 2.65  
2 3/4 x 3 1/2, 2.75

PRICES:  
3x4, \$3.00  
3 1/2 x 4 1/2, 3.25  
4x5, 3.50

SEND The Money With The Order.

The Helleberg Photo-Graving Co. Cincinnati

**DISSOLVED**

THE FIRM OF

**BENNETT & MURRAY,**  
Of PORT HURON, MICH.

Have this 10th day of October, 1895, dissolved partnership, G. J. Murray retiring. L. T. Bennett will continue the business under the name of  
**THE BENNETT BILL POSTING CO.**  
City Bill Posters and Distributors.

Address all communications to **LEWIS G. BENNETT, Manager.**  
Reference: Any bank or responsible business house in the city.  
Members Michigan State Bill Posters' Association.

**Is This Honest?**

As near as possible, I instruct my men to hand out in person, or place under the door, all matter entrusted to me. Washington has 30,000 Government Clerks coming from every state in the Union. The population change gradually every four years—there is no stereotyped crowd to deal with. Write to

**JAMES R. LONG,**

Manager Business Advertiser Co.

418 5th Street, Washington, D. C.

P. F. SCHAEFER, President, Chicago, Ills.  
P. G. STOUT, 1st Vice Pres't, St. Louis, Mo.  
W. J. HORN, 2nd Vice Pres't, Springfield, Ill.  
P. B. HABER, 3rd Vice Pres't, Fon du Lac, Wis.  
CHAS. C. MAXWELL, Treas. Lincoln, Ill.  
CLARENCE E. RONEY, Sec. Waukegan, Ill.  
P. G. STOUT, D. SPENCER, A. H. CARNEGIE, F. P. MEYERS, L. E. TIEMANN, C. STARKS  
G. HERBERT, C. E. PERRY, A. D. GOODMAN, A. J. TURNER, C. H. GRIEBEL, L. ROLBY,  
TARRANT & KRONSHAGE, Milwaukee.—Attorneys—MAXWELL & MAXWELL, Lincoln,  
CHAS. B. KITTREDGE, Waukegan—Traveling Inspectors—C. E. RONEY, Waukegan.

**Inter-State  
Bill Posters'  
Protective  
Association.**

Scale of Prices Adopted for Listed, Protected and Renewed.

**30 DAYS' DISPLAY.**  
Population. Per sheet  
1,000 to 5,000..... 3 cents  
5,000 to 10,000..... 4 cents  
10,000 to 20,000..... 5 cents  
20,000 to 40,000..... 6 cents  
40,000 to 60,000..... 8 cents  
60,000 to 150,000..... 9 cents  
Over 150,000..... 12 cents

One Sheet, 15 days.... 3 cents

Address all Correspondence to the Secretary.

**35  
YEARS  
IN  
PASTE.**

**GEO. M. LEONARD,**  
**BILL POSTING,  
DISTRIBUTING,  
ADVERTISING SIGNS  
GRAND RAPIDS, MICH.**

When you write, mention *Billboard Advertising*.

**BILLBOARD ADVERTISING**

**Monthly Magazine**

**CHRISTMAS NUMBER 1895**

**MODERN METHODS OF ADVERTISING**

PRICE 25 cts



# FAME

Solicits ideas



which are really bright or practicable; they must be original and relate to advertising only.

FAME stands free from entangling alliances, has faith in advertising and seeks its general advancement, not in one direction, but in every possible line. Without captious criticism, but with a sincere attempt to present the truth, FAME does its best to promote the higher interests of advertisers and publishers, and of agents, both general and special. Many advertising journals emanate from agencies which seek direct control of the advertisers' outlays, and whose trade is confined to one branch of advertising. FAME will be kept free from all connections which would bias its judgement. It will be devoted to the study of advertising and will serve, to the best of its ability, all honest effort which tends to advance that business. Private axes, petty personalities, petty puffs and individual ambitions are strangers to its columns. It aims to uphold and aid the broad interests of the advertising world. In this effort it bespeaks the aid of all workers in that field, either in contributions (which will be paid for) or in subscriptions and advertisements.

ONE DOLLAR per Annum, POSTPAID to any part of the World.

...Edited and Published by...

ARTEMAS WARD, UNION SQUARE, NEW YORK CITY.

## J. H. DAY & CO.

COURT, BROADWAY and EGGLESTON AVENUE.

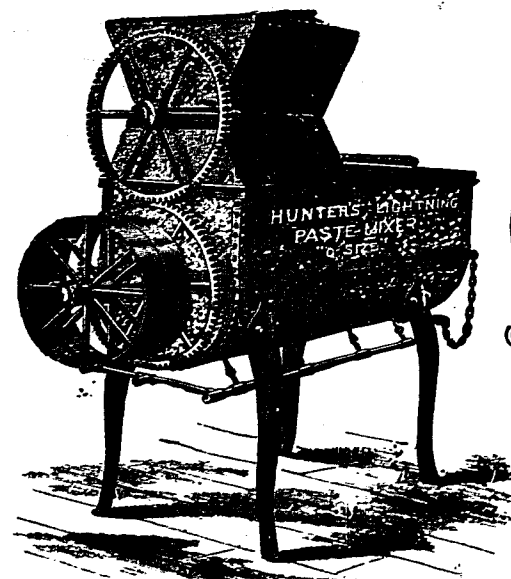
CINCINNATI, O.

35 MURRAY STREET, NEW-YORK.

You Must Know

That primitive methods are out of date in this era of machinery. This applies to the manufacture of paste for bill posters as well as to the most extensive industry whose machinery investments represent millions.

You can't afford to mix paste by hand. Economy dictates the use of our machines for the purpose.

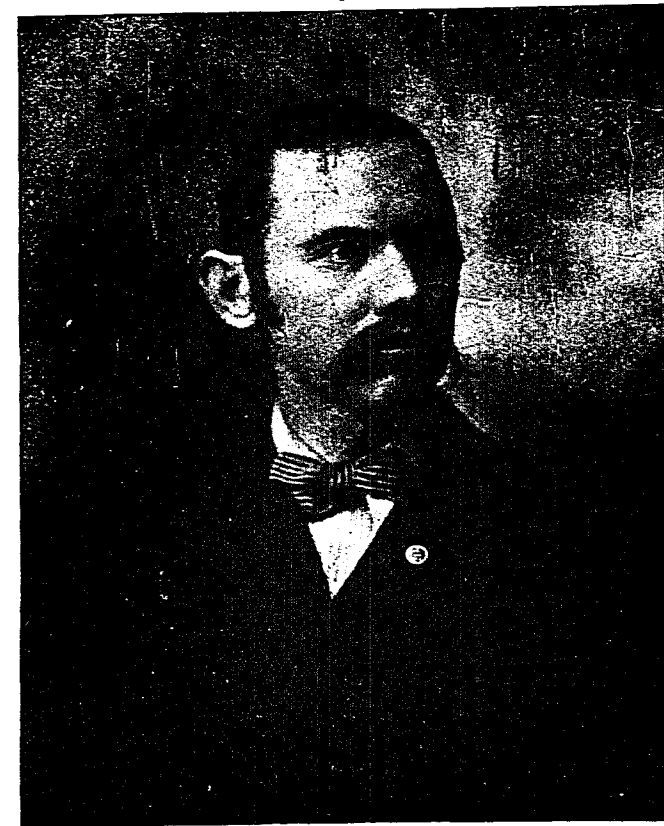


Our Machines Save

Time, trouble and material. You need them in your business. We have sizes for small plants and sizes for large plants. Some are operated by hand, some by power. No bill posting establishment is complete without our machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.

# BILLBOARD ADVERTISING

A Magazine for Business Men who think.



L. H. RAMSEY.

December, 1895.

## PICTORIAL POSTERS

IN ORDER TO PRODUCE PROFITABLE PUBLICITY MUST BE:

- 1.—**STRIKING**, because in these days no design of a tame, ordinary, or mediocre character will catch the eye or excite the interest of the public.
- 2.—**APT** in design, because in this wise only can its legend be indelibly impressed upon the memory of the beholder.
- 3.—**ARTISTIC**, that is to say, well drawn, nicely finished, and carefully printed, for in no other way can a good impression be created.

If you desire your posters to combine all of these qualities, have them made by

**The Donaldson Litho. Co.,**  
CINCINNATI, O.

### BILL POSTING,

7c. per sheet, 30 days.

IN THE BUSINESS FOR THIRTY YEARS

## O. P. FAIRCHILD & CO.,

CITY BILL POSTERS, DISTRIBUTORS,  
AND GENERAL ADVERTISERS,

No. 16 East Fifth Street, COVINGTON, KY.



COVINGTON, KY. is situated opposite Cincinnati, O.; has a population of 50,000, and has the best electric car system of eight different routes in the world, which carry passengers to all parts of the city and vicinity, to the Ludlow Lagoon, which covers 80 acres of water and which is visited by thousands of strangers every day in the summer season; it also carries passengers to the Latonia Race Course, one of the finest tracks in the country. The Latonia Jockey Club has two meetings each year, Spring and Fall, thirty days each. It is also visited by thousands of strangers at every meeting. There are three railroads into the city, the L. & N., K. C., and C. & O. We have boards all along the lines.

Send for one of our New Lists billboards for Stands.

### WE POST

Covington, Ky., Ludlow, Ky., Milldale, Ky., West Covington, Ky., Rosedale, Ky., Central Covington, Ky., Bromley, Ky.

Estimates and Lists of Boards furnished on application.

### WE DO

WINDOW WORK,  
SAMPLE DISTRIBUTING,  
CARD TACKING, Etc.

We employ nothing but Reliable Men.  
**NO BOYS.**

### DISTRIBUTING,

\$1.50 to \$3.00 per 1000.

### LITHOGRAPHING,

3c. per Litho.

### CARD TACKING,

\$2.00 per 100.

# BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. IV, No. 4.

CINCINNATI, DECEMBER 1, 1895.

PRICE 25 CENTS.  
PER YEAR, \$1.00.

## The Unexpected Witness.

BY CHARLES H. DAY.



HE arranging for the billing of the town for the attraction I represented brought me to the bill poster's office, and while I was awaiting the coming of the boss of the shop I occupied the chair at his desk, with the intention of improving the time by inditing a few letters, but this intention was frustrated by the running conversation which was going on between the men of the paste and brush who were laying out their work to fit the stands on their respective routes.

First their talk amused me, and then a story told by one of their number intensely interested me. My attention was first attracted by their shrewd comments upon the local managers and their methods, and the current plays and the merits of the players. There was not so much elegance of language in their opinions, but there was a deal of frankness, expressed with aptness and good reason, which proved to me at least that they knew pretty well what they were talking about, and were keen critics of the drama.

For a while they talked of the bitter feuds and wars of rival bill posters in the larger cities, but, as this subject elicited some feeling, it was dropped at the command of the foreman, who exclaimed with some asperity:

"You fellows just cork up on them chestnuts; fights don't go in this office."

All the bundles being made up for the routes and put away, the foreman, sitting on the folding table, after prefacing his tale with some reminiscences of the past, in the days when the bill posters dealt directly with the traveling shows instead of the local managers, he started off with a story which seemed to hold the rapt attention of every one present.

The foreman of the bill posters was one of those few individuals gifted with the ability of telling a story effectively and inspiring confidence in the listener that he knew whereof he was relating and was doing no damage to the truth. Without hesitating for a word or a pause to test his memory of events long passed, he took us hurriedly forward to a dramatic climax.

This is the way that he told his story: "Nick Forrester was one of the few successful touring theatrical managers of his time, and in his day made two or three fortunes, none of which, I am sorry to say, he was able to keep, as he died poor. Nick's popularity was to be accounted for in several ways: he was a genial, whole-souled fellow, made many friends on the

managers of to-day would stick up their noses at that in these times, but it was just business, and it scored for the box-office every time.

"Now it is not about either of the Forresters that I am going to tell you as they only figure in the story incidentally as it were. Now in his best days Nick played this town many times, and

As an actor. Nick saw this, and cut it to him as fat as he could without robbing himself of leading business.

"It is one of the strangest things in the world that I can't recall that young actor's name, but I never was good at names, even when my memory was better than it is now, and I have been thinking of a good many things since war times, as you can see by the bare condition of the top of my head.

"But a name don't matter so much and will have to let that go. Well everytime the Forresters came to this town, they themselves and this young actor I am telling you about, stopped at the United States Hotel. That's gone too, along with a good many relics of other days. It was rather a high-toned tavern at that time—bit somewhat ancient; afterwards it was removed to save the bedbugs and cockroaches the trouble of vacating it on account of a lack of patronage.

"The hotel was kept right up to the mark in old man Stevens' time, and he put his table against the newer houses and won every time. He was a feeder himself, and knew how to cater to the inner man. Nick Forrester and Stevens were great cronies, and best of all, to tell you what kind of a man that man was, he paid to see the show, and he would not accept a pass from any manager. He ought to have been exhibited in a museum or have been presented with a gold medal.

"Old man Stevens had a daughter, the belle of this town, and the prettiest woman I ever saw in private or public life, and when this young actor I have been telling you about met her, why he was clean gone, dead in love with her, and as for Sarah—Sallie everybody called her—why, she just reciprocated the admiration.

"Forrester came to this town several times, and the actor and the landlord's daughter enjoyed the visits very much.

"Of course so pretty a girl as Sallie had a great many admirers, but to none did she look upon with such favor as the bright young actor.

"But the head clerk in the hotel did not like this a little bit, as he wanted Sallie for himself. That the way of the world, when the right man wants the girl the wrong man wants her too. You have all read just such cases in stories, and seen such things in plays, and what I can't tell you about this situation you can just imagine.

"You see this hotel clerk was a cold-blooded, calculating chap, and he was figuring it just in this way, and after I



"I COULD SEE HIM PLAINLY."

road, and his wife, the leading lady, was a universal favorite.

"The support of the Forresters was always good, the plays well mounted, and being a biller and advertiser, the Forresters prospered. One of Nick's best holds was to make an announcement in front of the curtain, and the Forresters were that popular that they always got a call every night, in fact, several of them, and then it was that Nick announced the next night's bill and sounded his trumpet. I suppose that some of the swell, high-toned

were all glad to see him in this office, for he was the man to say "Cigars" every time he came in, and never went away without asking you if you had a mouth on you and if you would like to moisten your lips.

"It is hardly necessary to say that the Forresters had a nice lot of people in their company. They were all way up in G, and very much attached to the show and the management. One young fellow in particular was getting along right well with smart parts, and was cut out for an

have explained it to you, you can see for yourself just where the African was concealed in the wood pile. Old man Stevens was getting along in years, and if the clerk could only wed the daughter, why he could step into the old man's shoes, United States Hotel and all. A man had to be thick who couldn't see through that; it was as transparent as a pane of glass to me all the time the clerk was making an endeavor to win the girl. But I am telling the truth when I tell you that the actor man had the inside track, and was making good speed to the wire, with the prospect of distancing his rival and the field, when the actor was thrown down by a startling occurrence that created a terrific sensation.

"Sallie Stevens' gold watch was stolen from her room; a search was made for it, and it was found concealed between the mattresses of the bed in Miss Stevens' actor-lover's room.

"There was a scandal and a sensation for you!

"The clerk was extra officious and wanted the actor pulled off the stage before the play was finished, but Nick Forrester, who still had confidence in the player, persuaded the officer not to make the arrest until after the performance.

"The whole thing was in the morning papers, and it distressed the Forresters and Sallie Stevens amazingly. To them it was an appalling calamity; but the poor actor fellow he bore up manfully, and protested that the whole thing was a conspiracy and that he was innocent of the crime.

"As for old man Stevens he was just about crazy through the whole unfortunate affair.

"At that time there was more prejudice than there is now against theatrical people, or showmen, as all of the profession were called, and, to tell you the truth, the most of the folks came right out plain in speaking of the matter, and said:

"Of course, certainly, to be sure, without a manner of doubt, the actor is the thief.

"The police court was packed the next morning, and I was there too, in a front seat, to hear all that was to be said, and it was the hotel clerk that had the most to say, and he said it quick, and he seemed to enjoy it when he said it. He went on to say that he had been suspicious of the actor, having seen him at times prowling about the hallways of the hotel, and it was this suspicion that caused him to search the room of the actor. Then he told about the finding of the watch, and stepped down, all smiles, as if he were a sort of a hero.

"Just then I got up and spoke a piece, and I had a mighty attentive audience, as I said:

"Judge, I wish to be sworn as a witness in this case, and then I passed to the other side of the rail and took the oath, as the prisoner and the Forresters and the Stevens' looked at me with all the eyes in their heads. Before I proceeded to testify I whispered to a court officer, and as he was passing out I began:

"Last night, after the doors were open, I went over my route re-billing several of the larger billboards for the Forresters, for the play of East Lynne. As there was considerable wind blowing, I carried a light ladder with me so as to put

up the streamers to better advantage. While putting the streamers on the billboard at the United States Hotel, I had more than usual difficulty in putting up the streamer letters, and was obliged to post the letters in the word East Lynne separately. In so doing I had a view of the inside of one of the rooms, and, without any desire to pry, was forced to see what was in front of me through the partially closed blinds. Right there I got excited, and, without knowing that I did so, I jumped to my feet and put the balance of what I had to say strong:

"I saw this last witness, who has been trying to convict an innocent man, placing a gold watch between the mattresses of a bed. I could see him plainly, for a light in the hall shone directly upon him through the transom over the door."

"Gee-whillikens! what a cheer went up in that court room. The people just hurrahed until they were hoarse, and the judge never kicked either. He was too busy wiping away the tears and blowing his nose with his handanna, to make believe he was not crying.

"In the midst of all the hubbub, the court officer I had given the tip to brought in the guilty man, the scheming hotel clerk, who had completely wilted, and hid his face in his hands.

"I shall never forget that day. Talk about being better than a play; it was better than a circus!

"The actor was free, and everybody in the court-room wanted to take his hand and express their delight, even those who did not think well of showfolks and theatrical people anyway.

"You may not believe me, but so help me! Sallie Stevens put her arms around the actor's neck and hugged him right before the whole crowd; and then she grabbed me and kissed me, smack! and to cap all, old man Stevens came up to me and patted me on the back, because he was too much overcome to express himself.

"That was a great night at the theatre. The Stevens and myself had a box, and the people called out the falsely-accused actor and showered him with flowers. Of course, Nick Forrester talked between the acts—well, say for half an hour.

"That was a night worth remembering! The next day being Christmas, old man Stevens invited the entire company

and myself to the finest Christmas dinner I ever saw, and Miss Sallie was the happiest one of the lot.

"There isn't much more to say to finish the story. You know there was a wedding, what is the use of my telling you that. But there is one thing I must relate, that I was the best man at the wedding, if I was a bill poster.

"One summer, some years after, I was boss bill poster for a circus, and one day, in a southern city, I saw that hotel clerk, in a convict's rig, working in a chain-gang. He knew me, but avoided my gaze, as he picked up the ball that hung to the chain and moved on with his comrades in crime. I must say that a striped suit became him as well as any man I ever saw in that outfit."



Some Circus Agents, Show Printers, and a Bill Poster on Top of Lookout Mountain.

In the Fall the merchant's fancy lightly turns to advertising, and he figures out a cunning scheme that promises surprising, yes, astounding efficacy, prompt returns and many orders; then he hies himself to the printer, selects type and fancy borders, and in time evolves a circular he fondly calls a "dream," but as he counts on his customers to save him all the cost of mailing and distributing, the scheme turns out a "frost."

The Grand Jury, of San Francisco, Cal., has taken up the matter of indecent advertising in public places. The principal objection seems to be to those posters which advertise the cure of such diseases as are not to be mentioned in mixed society.

**WANTED** PASTE THIS IN YOUR HAT.

**100 Expert Bill Posters, Experienced Lithographers, & Hustling Programmers.**

Must be the "GREATEST ADVERTISERS ON EARTH," for the

**BARNUM & "Greatest Show on Earth." BAILEY.....**

It is proposed to make the advertising brigades of 1896 the strongest, best, and most effective force of Advertisers ever organized, and good wages will be paid to competent, sober and reliable men. Faithful service will find its reward in long engagements, sure pay, and fair treatment. "Record Breakers" are especially requested to write. Two weeks' silence means a polite negative, but all letters will be filed for future reference. Address

**LOUIS E. COOK,** General Agent Barnum & Bailey Greatest Show on Earth,  
No. 13 W. 27th Street, NEW YORK CITY

When you write, mention *Billboard Advertising*.

Written for BILLBOARD ADVERTISING (Christmas Number). By ANGIE FULLER FISCHER, the Deaf Authors.

#### BILLBOARD ADVERTISING.

What makes you look so sad, my friend,  
So wholly out of humor,  
As if all hope had fled, or you  
Had heard a dreadful rumor?

My business does not thrive at all;  
My custom comes by littles;  
I scarcely make enough each day  
To pay even for—my victuals.

Well, that is bad! I rather think  
You make a common blunder;  
And if it is so—at your distress  
I do not—cannot wonder.

What was the blunder? speak your mind,  
For I am swiftly going—  
Down hill—and what will be my fate  
At last, there is no knowing.

You didn't advertise, I fear,  
If people do not know you,  
Nor what, nor where, your business,  
What favor can they show you?

I know a firm, where you can go  
And be politely treated,  
And never in transactions be  
Imposed upon, or cheated.

Where is it? What's the name? I'm off  
To give your plan a testing—  
I'll advertise—and may results,  
Prove it wise investing.

'Tis BILLBOARD ADVERTISING—It—  
For every word and letter,  
Gives compound interest—Good-bye—  
You will soon be feeling better.

Omaha, Neb., Nov. 15, 1895.

#### Punctuation Marks in Advertising.

Punctuation marks play a much more important part in the art of advertising than many think. In advertising pages one finds the interrogation point, exclamation point, quotation marks and other points of punctuation used quite as freely and as intelligently as in the so-called higher forms of literature.

Curiosity and wonder go hand in hand pretty much the same as they run through the writings of novelists, scientists and philosophers. For this reason both the interrogation and exclamation points play a significant role in advertising. The mere presence of the question mark nearly always excites curiosity, while the "astonisher" is everywhere regarded as the best exponent of wonder and awe. Hence it is that ad-smiths make free use of these two marks of punctuation.

In the work of preparing copy for advertisements there is almost such a thing as an inquisitorial art. Some questions are asked earnestly and sweetly, as those of a swain wooing his first love; some are fired in 35-point De Vinne, occupying a full line across a wide page, and make one feel as though there is lots of power behind them; in still other instances the little information secker is so adroitly used that it becomes a dispenser of knowledge—a metamorphosis which frequently occurs in the most skillful worded announcements.

By the use of an exclamation point the thought in a line can be made stronger, and it will be carried longer in the minds of the readers. When appropriately employed the little wonder inspirer will give an entire card a different tinge of vivacity and make ordinary words stand out with a brighter and fuller meaning.

One could not go very far in the study of advertising without noticing not only the omnipresence, but only the powerful and significant effects with which quotation marks are used. From the ancient and modern literatures quotations are taken to point a moral or adorn some tale in an advertisement. As a rule, too, quotation marks are used adverbially in the announcements made for the purpose of giving an article or a name wider publicity. Under the skillful manipulation of an expert the inverted commas are often made to inject additional life into an otherwise dull and common-place phrase.

JOHN EDWARD BUCK.

Hot In the Neck.—Managing Editor: We shall have to lay you off, Mr. Scred. Sorry; but I hope you feel resigned to what can't be helped.

Scred—No, I don't feel resigned a little bit; I feel fired!—Puck.

#### PUBLICITY.

What is advertising? According to most newspapers, periodical publications, and indeed most advertising journals, it does not exist outside of the regular newspapers and magazines, yet nothing could be more absurd. Every peddler who cries his wares, advertises. Every man who has a business card or letter head printed is an advertiser. So is he who merely hangs a sign on his store front. The mere selection of a better or more prominent store room amounts to a direct advertisement. Personal letters, when they are sent out with a view of making one's wares better known, are advertisements, and good advertisements at that. So it is with donations to the church and contributions to charity when they are made for the possible effect they may have on business associates.

Then there are show cards, fine lithographed charts and folders, almanacs, catalogues, booklets, pamphlets, blotters, and finally, bill posting, mural signs, and bulletin painting. Hundreds and hundreds of thousands of dollars are spent in this wise every year, and yet publishers pretend to believe that all of this expenditure is futile, uncommendable, and utterly without value. Their venality is disgusting. BILLBOARD ADVERTISING'S platform is broad and liberal. It is published in the interest of advertisers, and there is nothing appertaining to advertising but what will receive its full and fair consideration.

For quick results use posters.

Discerning women patronize those business men who advertise.

They all read posters—men, women and children; high and low, rich and poor.

Judicious advertising always pays, no matter how, when, or where, it is done.

An advertisement that is concise, terse, succinct, and to the point, is a good advertisement.

If you want to reach all of the people all of the time try mural signs and painted bulletins.

The Royal Insurance Co. continues to think well of the merits of calendars and blotters.

In no instance do dictionaries fail so lamentably as they do in their definition of advertising.

If you do not think well of your own wares how can you expect the good opinion of others?

Good hard sense in your ads is better than a long array of prices, but prices are by no means to be despised.

Whenever you run across a man who does not believe that advertising pays, do not waste any time on him in argument. He isn't worth it.

For powerful, permanent publicity nothing excels bulletin boards and painted wall signs.

Newspaper space is valuable. Any fool knows that, but he's a wise man indeed who knows how valuable it is.

A wag observing a sign in a plumber's window reading "Cast Iron Sinks," soberly remarked, "Any fool knows that."

If there had not been sterling merit in the billboards they could never have withstood the attacks made upon them by the press

Whenever you can use a trade journal, do so. Their advertising columns are scanned with as much interest as their text.

When your ad takes the form of a neat folder or booklet, for house to house distribution, you know that is not lost among a mass of other advertisements.

Women, or rather women's talk, is the best of all advertising; but how to get into the columns, there's the rub. Of one thing rest assured, you can't buy space in this particular medium.

Class publications, in many instances, are bought for the news contained in the announcements in their advertising columns. An ad in a paper of this kind is a paying investment every time.

Advertising is variously regarded as an art, a science, a gamble or a necessary evil, but to the level-headed business man it is a commodity, an article which is bought and sold, and which he utilizes and looks upon much as he does the services of clerks, the rent of a building, the cost of a telephone, heat, gas, etc.

Few men have the leisure to undertake a systematic study of advertising, but every one ought to find time to learn its fundamental principles and obtain some inkling of its practical workings.

Give inducements.  
Give reasons.  
Give prices.  
Forego verbosity.  
Forego comparisons.  
Forego redundancies.

An exhibit of musical instruments made at the Hamilton Co. (O.) Fair, at an actual cost of \$52.00 (which included everything), effected direct sales amounting to \$2,670.00. Is there any other avenue in which \$52.00 would have accomplished half as much.

There is one particular advantage that distributing matter enjoys over that of the magazine or newspaper adv. columns. It is in the matter of environment. Compare the efficacy of a neatly printed, tersely written folder, placed in the hands of the housewife, with even a page ad lost in voluminous pages of ads in a magazine.

In the highways,  
In the by-ways,  
In the busy thoroughfare,  
In every nook,  
Where e'er you look,  
You'll find the poster there.

It would be interesting to know how many retailers, in cities, take account of the large percentage of the daily newspapers which go out of town and circulate in territory so remote that they can not possibly hope to receive any returns, even in the most indirect manner. If a certain amount of money is put into posters one has the satisfaction of knowing that he is at least reaching possible customers, for he can select the site of every poster put out.

#### THE ADVERTISIAN.

He has not made his appearance yet, but his advent is not far distant. He is bound to come, for his existence is daily becoming more and more necessary. When he arrives and hangs out his shingle they will call him Doctor, and he will write M. D. after his name, but M. will signify Mercantile instead of Medicine, and he will be learned in advertising instead of physics. In that day a firm or a business which has become depleted or run down will not be allowed to languish and die, on the contrary, they will call in the Advertisian in much the same manner that they summon the family physician at present. The patient will be duly examined, the prescription given, and in a few weeks the business will be up and about, looking as vigorous as ever.

#### THE POSTER.

There may be, and is, lots said against billboard advertising, but we are forced to remark in the language of Auld Lang Syne "Something good was made to be talked about." Is the poster good for advertising purposes? Let's see! I think art and reason seek no special medium to display themselves. Such work is noticeable, even in a hog (a live one). It's the master spirit that tells. The poster does better work in some lines than the newspaper, and vice versa. Let us know that art (reason) is boundless in its resources, and it appeals to anyone in any place—to different persons with different degrees of effect. I do not see where there is any ground for one to halt on about advertising on the poster. It's a little game of "tit for tat" with the newspapers. Space has its advantages in both; there is room for suggestion and growth in each. Some days ago I was out walking and ran up on a picturesque piece of poster work; it stopped me—there was a time when I claimed to be invincible against these poster "fellers"—but it called for just what I wanted, and why, dear reader, shouldn't I buy it? I argue another strong point for the poster, and that is, that it strikes with a strong force, busy people. If they glance at it, which they always do now-a-days, it will teach them all day that "it" or "the," whatever it is, is a "mighty good thing," and they'll go home at night with a bundle of "it," or a package of it, or (excuse me) a bottle of it, only to find that it was exactly what his wife so vigorously tried to write in his morning memo.

There is no use for the classes of advertisers to oppose each other; the dealer is out after results, and he'd as soon get it off of a shingle as \$2 a pound papyrus and an editor with a gold trepanned capitis thrown in. It just a case of "mine's better'n your'n" without any very handy proof, if some get returns why not others? The newspaper has its advantages, the poster it's; advertising in each varies according to purpose and position, class and consideration—money.

JAMES R. LONG.

Placards in street cars have a peculiar and potent value, which has proved of sufficient force to advertise many an article without the aid of any other medium.

**HIGH-CLASS Half-Tone ENGRAVING.**

SEND good Photograph and Get a Good Cut.

PRICES:  
2x3, \$2.50  
2½x3¼, 2.65  
2½x3½, 2.75

PRICES:  
3x4, \$3.00  
3½x4½, 3.25  
4x5, 3.50

SEND The Money With The Order.

**The Helleberg Photo-Graving Co. Cincinnati**

When you write, mention *Billboard Advertising*.

LOCAL CITY STORES.

That fact that it is difficult to effectively advertise a local store in a large city has often been commented upon and bewailed. But the newspaper is out of the question for stores in large cities which cater only to their immediate neighborhood, on account of the expense, since the storekeeper would have to advertise in every newspaper in the city to reach the comparatively few people who patronize him. I propose to indicate some methods that can be used to advantage.

The billboards in the vicinity of such stores certainly offer a good medium. I know one local store in Harlem that uses them extensively. They should be used in the same manner as an advertisement in the newspaper—constantly changed—and should contain a tale of bargains instead of mere generalizations of statements of superlative excellence in the stock. There is no reason why people should not in time become educated to look for such announcements with the same relish that they look for dry goods ads in the newspapers.

The spaces on the "L" stations nearest the store can be utilized in the same manner. Cards in cars passing the establishment may be of some value, but a large part of their usefulness

The following article by H. C. Bunner, in "Scribner's," is full of points for those using posters in a business way, as well as the collectors:

"Local collectors of posters will find aid and instruction in the following brief rules for telling a good poster: Let us set down a few of these points—but with no serious attempt to indicate their relative importance by their position in the list. It is sufficiently striking to catch the eye. It is sufficiently attractive to hold the gaze and to invite further inspection. It conveys its advertisement directly, literally and pictorially. It pleases by its humor and ingenuity, and makes the man who sees it talk about it to the next man. The design is well thought out, and therefore makes people who see it think of it. It is well drawn. It is well colored. It is well printed.

These are some of the points by which every poster should be judged; and they are set down here that the impartial reader may apply the test to the examples of recent American art here reproduced, without suffering any diminution of the admiration which they compel at first glance.

Lives of many men remind us We to great success can climb If the reading public find us Advertising all the time.—Lightning.

Poster Craze in England.

Some idea of the extent to which signs and posters are employed in London can be gathered from the following extract from a magazine article describing the underground railway. The writer says:

The advertiser is in full force. Photographers hang over the benches those curious frames in which three startled-looking young women, an expressionless baby, a stern, baldheaded gentleman, and a soldier in full uniform, are exhibited as specimens of their skill; enterprising bakers affix to the walls cases containing white and brown loaves, with testimonials from physicians of eminence; haberdashers stick up little receptacles in odd corners, wherein they stow a shirt and two collars, with a legend to the effect that these articles of apparel present a unique combination of fashion, cheapness and durability. But the great bulk of the advertising is done by means of boards and tablets, which are ranged about the walls in every available space. Puffs theatrical, puffs journalistic, and the ubiquitous soaps and pills, are massed in a dense phalanx, while the electric sign performs its interesting gymnastics.

To such an extent is this system of placards carried on that it is often extremely difficult to

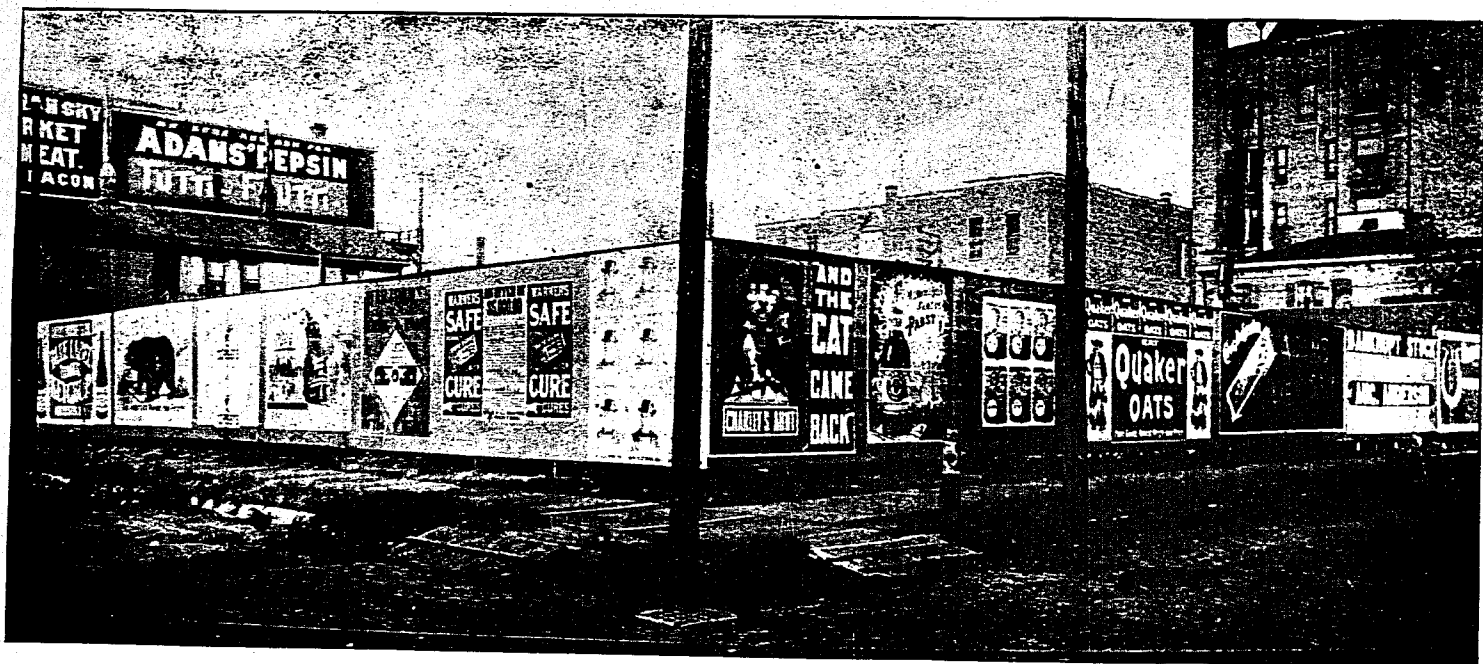
incorporation in the Camden County Clerk's Office. The incorporators are as follows: Thomas B. Wanamacher, Joseph S. Williams, William T. Elliott, Philadelphia, James Satterwaite, of Jenkintown, and Charles Stokes, of Beverly, N. J.

Circulars are Still Profitable.

The circular still holds its own as a profitable advertising medium, although in this, as in hundreds of other mediums, there are barrels of money wasted.

Few people who send out circulars realize that there are certain features which their efforts must possess in order to appeal in the least to their recipients. If you pick up specimens of this class of literature that abounds everywhere, you will be impressed with the general unattractive character. There is so much of this stuff afloat that you must needs have something good if you expect to derive any benefit from it.

The circular system of advertising is one of the best in vogue, if properly carried on. A circular should be prepared with features that will at once catch the eye of the busy business man, who, when he opens his mail, the moment an unsealed envelope comes to hand, loses his interest, and if his eye is not immediately caught



Billboard of the Sioux City Bill Posting and Advertising Co.

is dissipated because they reach a considerable number of people who are not local to the neighborhood, and who are not likely to be affected by the advertising.

The use of circulars and booklets is, of course, an excellent method of advertising for local city stores. If well written, and tastefully printed, and containing "business news" of real interest, they are apt to be effective. They read, however, judicious distribution.

The co-operative advertising sheet is a recent imitation of newspaper advertising that is being rapidly adopted by local stores in cities. Certain stores in the same block or immediate vicinity club together and purchase a ready-print periodical, in which they insert their respective advertisements, and then distribute the newspapers by hand gratuitously to "the neighborhood." The advantage of this method lies in the fact that the periodical is kept for the reading matter, and the advertisements get more attention than if they were in the form of circulars, which are difficult to preserve even with the best intentions.

The window is one of the most potent agencies in advertising for local trade. Its range is limited to those who see it, but if it is sufficiently striking, these will carry the news to others, and an interest be awakened in the vicinity which will prove fertile soil in which to plant a steady trade.—G. T. C., in Printer's Ink.

A tomb-stone advertisement should not necessarily be a dead one.—Printer's Ink.

Cartoon and Poster in Politics.

The campaigns in New York and Ohio have furnished the apotheosis of pictorial power. Such broadsides of pungent pencil punches have never met the enemies' lines in any previous political combat.

While various phases of the political situation in other states afforded occasional subjects for the cartoonist, the storm center of pictorial pounding was in New York City, where the curious conglomeration of issues and the multiplicity of candidates and tickets, together with the factional contentions in each separate political movement, possessed humorous aspects that were the delight of the skillful cartoonists.

The manner in which the funny and ludicrous aspects of the municipal fight were hit off by the World, Herald and other New York papers each day, furnished marked illustrations of the possibilities of the cartoonist as a new power in politics.

In Ohio the republican managers introduced an innovation in pictorial campaigning. The issues were sharply, clearly and artistically presented in the form of handsomely colored posters. Some of the posters consisted of terse and concise sayings and mottoes, printed and colored in such a manner as to rivet the attention and command the studied gaze of passers-by. The poster is liable to become a great factor in the presidential campaign next year.

Subscribe for BILLBOARD ADVERTISING.

distinguish the names of the stations among all this printed matter. Not long ago an American traveling on the "Circle," seeing "Partington," the name of an eminent advertisement contractor, painted in enormous letters, concluded that this was the name of the station. When he arrived at the next stopping place he again observed "Partington" emblazoned in the same conspicuous manner. This somewhat surprised him, but he consoled himself with the thought that there must be two divisions of the "Partington" station; so he continued his journey and shortly afterwards arrived at "Partington" the third. Unable any longer to satisfy himself as to the mysterious recurrence of these letters, he proceeded to make inquiries, with the result of discovering that, misled by this Will-o'-the-wisp, he had gone two stations beyond the place where he had intended to alight.

The pertinacious advertiser does not stop at loading every inch of space in and about the stations, but he goes so far as to afford the companies additional means of revenue by utilizing the higher portions of the carriages with small tablets, which constantly appear before the eyes of the martyred traveler, setting forth panegyrics on building societies, patent shoe blackings, medicines, soaps, magazines, department stores, and various enterprises for which public patronage is sought.—The National Advertiser.

The General Advertising Co., of Philadelphia, with a capital of \$1,000,000, has filed articles of

by some alluring picture or phrase, boldly printed, the little missive will be dropped in the waste basket, where, doubtless, many others of its kind repose. So, in framing a circular, it is of the utmost importance that some bright saying or startling statement should lead off, and then, as people seldom peruse this kind of reading matter as a pastime, the story should be told quickly and as effectively as it may in a few words. Rouse interest in your goods, and let details be explained later.—Business.

ADVERTISERS' CLUB BANQUET.

Writers of advertisements for the great retail interests of Chicago met at the Great Northern Hotel, Nov. 4th, and, after a banquet, discussed "The Most Important Consideration in Local Newspaper Advertising." The papers were all carefully prepared and earnestly debated, the various phases of the question being championed by F. D. Caruthers, W. C. Powell, P. A. Conne, Louis Leubrie, C. R. Nichols, F. Jones, and other members of the organization, which is known as the Advertisers' Club of Chicago. A. J. Fisher was toastmaster for the evening, and most of the fifty-eight enrolled members were in attendance.

Those Foolish Questions.

STIFFKINS (a neighbor)—Hello! Jones, what you doin' ? Laying down a carpet ? JONES (who has just whacked his thumb)—No! you blasted idiot—the carpet was here when we moved in. I am just putting the floor under it.—Truth.

THE ADVERTISER'S MISTAKE.

Many advertisers throughout the country, who advertise by distributing matter, almost entirely ignore the South, particularly those sections where the colored population predominate. These advertisers labor under the impression that the majority of the older colored population, being unable to read, in fact, being without any education at all, the distribution of circulars among them would only be a waste of time and money. This, however, is a mistake, and one that in the past five years has occasioned, no doubt, a considerable loss to advertisers.

Curiosity and a spirit of inquiry are prominent characteristics of the southern colored people, and to these qualities are many, who were thrown on their own resources at the close of the civil war, indebted for their success. While, as a general thing, the average negro of that section cares nothing for a newspaper, yet let him see a circular lying at his front door, particularly if it is made attractive by a picture or cut of some sort, he will take it up at once, and if unable to read, it will be preserved until he has a chance to learn its meaning from some of his children or other person who can read and explain it to him. Nine times out of ten, if the circular contains anything of interest to him at the time or that is likely to be of interest to him in the near future, it will be carefully laid aside for future reference.

The colored population of the South, in the past decade, have become an extensive patron of the mail-order system, more particularly in imitation of their white employers. Their patronage of that system, as yet, is confined principally to the cheaper grades of jewelry, watches, etc., as the dealers in that line of goods have long ere this shown their business tact in trying to secure the negro patronage. These people are none the less great buyers of patent medicines, for it is rarely that one can be found who does not complain of some bodily disorder, and is ever ready to try a remedy that is recommended to effect a cure.

Another erroneous impression is that the patronage of the negro is hardly worth the effort because of their poverty. Many of them are shiftless and very poor, it is true, yet, at the same time, there is a greater number who are economical and always have a spare dollar or two for an emergency.

In closing these few observations the writer will suggest that the extensive advertiser of this country cannot do better than extend his field of distributing samples, circulars, and other matter, than among this class of southern people. It is a territory that promises good returns, as it has never been thoroughly worked, much of it never worked at all, except through the mails by dealers in cheap jewelry, etc. But to make the work effective and attract the attention of these people, the advertising matter should be gotten up in an attractive manner and placed directly at their doors, if not in their hands. They are a people who appreciate consideration of that nature and will respond in kind as they are approached.

Advertising with a smart agent is paradise; and advertising without, purgatory.

COMMENTS ON ADVERTISING.

The firm is dead that does not advertise.

Success in business depends upon success in advertising.

Hence advertising is not a side issue.

It should have the precedence of all other questions in the mind of the merchant who aims at success.

It does have in the minds of merchants truly great.—Profitable Advertiser.

Some men expect their advertisements not only to bring them business, but also to go out and attend to it, while they embrace the opportunity to sit on a store box at the corner grocery and complain that advertising doesn't pay.—Collector and Commercial Lawyer.

The man who advertises only once a year has no abiding place in the public memory. It is his rival who reaches the public every day, and whose statements are to be relied upon, who achieves the greater measure of success.—Denver Times-Union.

I have learnt much about advertising from my wife. Some of the questions she puts over the advertising matter which I bring home in the evening are direct "posers," and evasion or open admission seem the only means of escape.

"These things," pointing disdainfully at the pile of printed matter, "always say that women are the ones who read the advertisements, and who do a large proportion of the buying, and to attract whom the advertisements should consequently be designed."

"Now, you men say that woman is the conundrum of the nineteenth century; that you can't guess her, etc. How, then, can these experts," (heavy accent on the ex) "talk so learnedly about something they don't understand?"

"Only women know what other women like, and they should be the ones to design and criticize, yet I rarely see a line by a woman or about a woman."

Others may look at it differently, but to my mind there seems to be solid hunks of truth in these views. Again:

"I see so much about bargain sale advertising being out of date, or a back number, and so on. For my part, I would rather read and be more attracted by an advertisement of a large and well-known house offering a 75-cent article for 49 cents than by all the 'See that hump' and illustrated business going, and so would any other woman."

Expressive and forcible, and hereby commended to advertisers who seek to attract the attention of women.—P. W. H., in N. Y. Fame.

By an Italian law every circus which does not perform every act promised in the printed programme, or which misleads the public by means of pictures, is liable to a fine of \$500 for each offense.—Phila. Public Ledger.

A similar law in this country would ruin every circus on the road.

PROVERBS FOR ADVERTISERS.

By "WAL" in London Fame.

A world of wealth lies in that one word—advertising.

Let thy advertisement be short, comprehending much in few words.

Know how to submerge a thing it is to advertise and be famous.

An effective advertisement is a fair estate.

A little advertisement may save a deal of idleness.

A false circulation is an abomination to the advertiser, but a guarantee is his delight.

A good advertisement keeps off wrinkles.

He gets the best position who pays cash in advance.

Advertising is a constant want, and should be a constant study.

Measure your space before you write your advertisement.

Let your goods be known among all men.

Fit words are fine advertisements; but often fine words are not fit advertisements.

An advertisement should be intense expression of condensed ideas—one pithy line more pregnant than a windy column.

L. H. RAMSEY.

Our frontispiece this month is an excellent portrait of Louis H. Ramsey, who, under the firm name of Ramsey & Co., owns and controls the billboards of Lexington, Ky., the Queen of the famous Blue Grass region. Mr. Ramsey was born September 4, 1861, in Lincoln Co., Ky., and is therefore a colonel.

He went to Lexington to attend the State College in 1875, and has lived there ever since. In 1879 he embarked in business as a sign writer, and succeeded Dick Marsh, the old bill poster, in 1887. At this time the business was very small, in fact, advertisers had no confidence in the bill poster, and, as a result, the business had dwindled away to almost nothing.

With characteristic energy, however, Mr. Ramsey went to work, and by dint of erecting boards in prominent locations, keeping paper up as per contract, living up to his promises, guaranteeing satisfaction, and much hard work, he has built up a business in bill posting distributing, painted bulletins, and sign writing, that is second to no other in the country, taking into consideration the size of the town.

What is more to the point, however, is that he is one of the new school of bill posters. He has brought to his business modern methods, careful attention and close application.

In hands like his bill posting becomes an honorable pursuit and a legitimate business.

He is enterprising and upright, and enjoys a splendid credit and standing in his community.

If you'll mix a thought succinct with a little printer's ink, And dose your business thoroughly, You'll drive your foes to drink.

ADVERTISING NOTES.

You can often tell more with a picture in a minute than you could convey in a week by text.

When a pictorial advertisement is apt, it speaks volumes at a single glance.

Advertising is not a science, it is a fine art, and those who are expert in it are artists in every sense the word implies.

An advertisement is rendered more efficient and valuable when it is possible to incorporate in it a cut of the article advertised. How much more valuable then is an exhibit at a fair or exposition where the article itself is seen, and all its workings demonstrated.

Say something worth telling in your advertisement. If you feel that you can't, better wait until you can.

Keep pace with the times, don't lag behind, and—don't get ahead of them either.

POST OFFICE RULES.

A funny postmaster recently sent to the post office department a new set of post office rules. They were:

A pair of onions may go for two cents.

Ink bottles must be corked when sent by mail.

It is unsafe to mail apple or fruit trees with the fruit on.

Alligators over 10 feet in length are not allowed to be transmitted through the mails.

As all postmasters are expert linguists the addresses may be written in Chinese or Choctaw.

Persons are compelled to lick their own postage stamps. The postmaster cannot be compelled to do this.

Persons are earnestly requested not to send postal cards with money orders enclosed, as large sums have been lost in this way.

John Smith gets his mail from 674,279 post offices, hence a letter addressed to "John Smith, United States," will reach him.

Ducks cannot be sent through the mail when alive. The quacking would disturb the slumbers of the clerks on the postal cars.

It is earnestly requested that lovers writing to their girls will please confine their gushing rhapsodies to the inside of the envelope.

Nitro-glycerine must be forwarded at the risk of the sender. If it should blow up in the postmaster's hands he cannot be held responsible.

When watches are sent through the mails, if the sender will put a note on the outside, the postmaster will wind and keep it in running order.

When you send a money order in a letter always send full and explicit directions in the same letter so that any person getting the letter can draw the money.

The placing of stamps upside down on letters is prohibited. Several postmasters have been seriously injured while trying to stand on their heads to cancel the stamps placed in this manner. Fawcett Advertiser.

ELDER, JENKS & RABORG



127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.



# Colorado to the front!

It produced over \$100,000,000 in Gold and Silver During the Past Year.  
Advertise your Goods to People who have the Money to Buy.  
Correspond with

## The Curran Bill Posting & Distributing Co.

Who Control the Bill and Bulletin Boards in

Denver, Pueblo, Colorado Springs, and Surrounding Towns.

And who can Contract to POST, PAINT or DISTRIBUTE Colorado,  
Wyoming, Utah and New Mexico.

General Office, Denver, Colorado.

### "ONLY A BILL POSTER."

By GEO. W. STEVENSON,  
(A BROTHER "PASTE.")

Dedicated to the International Bill Posters' Convention,  
held at Boston July 12, 1882.

Only a Bill Poster, with bucket and paste,  
Working for bread, with all possible haste.  
No time to think, no time for day-dreams;  
The world thinks him dumb, just what he  
seems.

He rups up the ladder with dextrous pace,  
Springs out a bill, and, minding the face,  
Matches the shoulders on to the head,  
Leaving it perfect, with two brush's spread.

He lays out the stands, rolls up the sheets;  
Giving kind words to all whom he greets,  
As they sing out, "What's up to-day?"  
"Hyde & Behman in specialty," you'll hear  
him say.

Or John McCullough as Richard; Keene as Mac-  
beth;  
John Raymond in "Fresh," so the bill say'th,  
"Mary" in "Ingomar," Ada Gray in "East  
Lynne,"  
Charles Davis as Joslin," (a terrible skin).

Charles Gardner in "Karl," or Maginley's  
"Square Man,"  
"Square Man" is a hit, (beat it who can).  
Robert Van Winkle as Rip McWade,  
("Tho he acts well it never has paid).

Billy Power, the "Galley;" Harry Webber as  
"Nip,"  
Minnie Palmer, as "Sweetheart;" Sir Joseph as  
"Rip."

So he answers the questions, and speeds on  
his way;  
Bread and butter is wanted, no time for  
delay.

On he speeds with his work—bent on the gains—  
Not a minute for thought; no use for brains  
Other than those to get the "stand" square,  
With streamer at top, the rest pretty fair.

The dates and the blanks equally spaced,  
"Cut down at the end," and properly placed  
To suit the eye of an agent or two,  
On their first season out, and too utterly  
"new."

He may have thoughts would astonish the world;  
He's no time to tell them, so he is hurled  
Bang up against the rough end of life;  
It's "paste" or be starved in this world of  
strife.

There's a class in this world of the Miss Nancy  
kind,  
Who turn up their noses (the largest part of  
their mind).  
For he is "only a Bill Poster," without any  
brain,  
Crowding through life for positive gain.

"Only a Bill Poster," without any brain,  
"Slinging out paste" for positive gain;  
While the lah-de-dah Nancy gets out of his  
track,  
If the Bill poster passes, for fear of contact.

We can make better brains with our mustiest  
flour,  
Laid out in the sun and baked for an hour,  
Than these poor devils, with pomp and con-  
ceit,  
Who, meeting a Bill Poster, cross the street.

"Only a Bill Poster," yet he thanks God,  
Who made men alike—to end in the sod,  
That the fool sleeps as well as the man full  
of thought.  
It ends in the grave, then—nothing—but  
naught.

Then brothers in paste don't get sad at your fate.  
You can think for yourselves, and though you  
may hate  
The ass who turns up his æsthetic nose,  
Like you, in the end, he "turns up his toes."

And when we get through with paste, bucket  
and flour,  
Care and work laid aside, and it comes the last  
hour;  
We'll each drop a tear for the other who's  
gone,  
And let the world go on with laughing and  
scorn.

The genial souls of other days,  
The Posters often greeted;  
Have passed beyond the need of paste,  
And at His right hand are seated—(or  
otherwise.)

Poor John McCullough, bright "Billy" Power,  
McCauley and Fowler, have met the last hour;  
John Raymond, too, with Barrett and Booth;  
George Knight and Forepaugh, old age and  
youth.

Barnum and Scanlan, have all passed away,  
Leaving old fogies, like myself and Sam Clay,  
Still bossing the brush or daubing with paste;  
(With not so much vim, nor nigh the same  
haste).

For the years have been creeping up our back  
hair,  
Leaving traces of gray, with wrinkles of care  
On our once "noble brows" and our cheeks  
once so red;  
Are shriveled and shrunken, like a codfish  
gone dead.

Yet, our old hearts oft thrill with the slang  
Of the old-time actor, or the Bill Posting "gang"  
Tho' memories keen, for more'n sixty odd  
years,  
Tell of hopes crushed, of hearts full of tears.

For many of those we've known in the past,  
We trust where they've gone, they're leads in  
the "cast"  
And when Sam and I get the right "cue"  
We'll throw down the brush and come and  
join you.

To you who are living we advisedly say—  
Just keep on living, as long as "twill pay";  
For you can't just tell what you'll get after  
this;  
So the fun you get here won't come amiss.

Now good-bye daubers, comrades in paste,  
Be good to yourselves, each to his taste,  
And when you next meet, if you miss me and  
Sam,  
I'm sure you won't say, "I don't give a  
d-m."

St. Louis, November 20, 1895.  
EDITOR BILLBOARD ADVERTISING,  
Cincinnati, Ohio:

Dear Sir—Enclosed find check for a 2½ inch  
quadruple column space ad in your Christmas  
number. Set up the enclosed copy as attractive  
as you can and oblige. We congratulate you on  
the way BILLBOARD ADVERTISING has come to  
the front, and ourselves, on the good work it  
is doing for the craft.

A Merry Christmas and a Prosperous New Year  
are the wishes of  
Yours sincerely,  
ST. LOUIS BILL POSTING CO.,  
CHAS. K. HAGER, Sec'y.

Charge For Dates.  
New Rochelle, N. Y., Nov. 24, 1895.  
EDITOR BILLBOARD ADVERTISING,  
Cincinnati, Ohio:

Dear Sir—Will you give information in regard  
to counting dates, when a bill poster is doing  
work for a theatre, circus, or traveling company,  
as I have had disputes with agents in this par-  
ticular. Some say it is right to charge for them,  
others hold it is not. Please give the desired  
information, as other bill posters may have had  
the same trouble, and a decision from you would  
be authority.

Respectfully yours,  
GEO. E. LEVENISS.

It is right to charge for all dates, it matters  
not whether pasted under or over regular  
paper.—[Ed.]

Modern Science—Gillhooley: It is astonishing  
what progress has been made by science during  
the last few years. It is wonderful in how many  
instances, thanks to science, that the genuine  
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Gus de Smith—Yes, a New York firm adver-  
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LOUIS V. HENOSTLER. JOSEPH A. KAPP.

ROBERT MAYER  
LITHOGRAPHIC PRINTING INKS & CO.  
50 BARCLAY ST. NEW YORK.

### Bill Posters' Notes.

The following explanation is due Mr. Edw. A. Stahlbrodt, viz: In conformity with the resolutions adopted by the New State Association, Mr. Stahlbrodt ordered his advertisement out, but the form containing his advertisement, had been sent to press the day before his letter reached us.

The same is also true of Mr. Castner.

"Hote" is out of the New York State Association, and is glad of it.

After voting not to accept work from anyone except Stahlbrodt, the various members of the New York State Association very promptly went home and wrote the O. J. Gude Company for work. McAllister, of Troy, Whitmier & Filbrick, of Buffalo, the newly elected president, M. Castner, of Syracuse, in fact nearly every member except the Rochester Bill Posting Co., and J. Ballard Carroll, have violated their resolution.

Slick Sam Pratt and his fine Italian hand are as smooth as ever.

If gall were gold, Edward A. Stahlbrodt would be as rich as Cæsus.

When a man has the sublime nerve to post bills and paint signs in the Garden of the Gods, his opinion is well worth consideration. In speaking on the subject of service rendered the advertiser, Mr. Curran says:

"The average bill poster should take more care in building his boards. Use good lumber in the first place, as it is cheaper in the long run; and if he should happen to have old boards that are up, should pull them down and put new ones in their places.

"If he is afraid to pull a board down, thinking he cannot get it up again, he should spend a little money on canvas or muslin and put the paper on top of that."

There never was anything more true. The advertiser who sees his paper on rickety old boards, torn and flapping around in the wind, immediately sets his wits to work to devise another method of reaching the public. Good service is demanded, and those furnishing it are well repaid for the extra effort and expense.

### GEORGE W. RIFE.

"Some men are born great, others achieve greatness, and some have greatness thrust upon them." So says the familiar adage. The greatest, or rather the most successful, men of our age are those who by their own individual efforts and indomitable pluck have bravely battled against every obstacle and firmly grasped the topmost round in the ladder of fame with a determination to maintain that coveted position.

The subject of our illustration, George William Rife, was born in February, 1861, in Baltimore, Md., and is now less than 35 years of age. In his youthful days he manifested a spirit of independence that gave promise of self-reliant manhood. He obtained his early education in the public schools of his native city, and afterwards took a collegiate course at the Southern Business College, receiving a diploma from that institution in 1875, when he was but 14 years of age. His initial experience in mercantile life was that of stock clerk for a clothing house. The duties of that position did not prove congenial, nor satisfy his restless and ambitious spirit. He secured a clerkship in a cotton broker's office and shortly made a change from that position to the shoe business. It was about this time that he began his theatrical career in the capacity of doorkeeper at Front Street Theatre, the duties of which required his attention only during the evening.

His intuition for affairs theatrical at once developed to the exclusion of all other business considerations, and being deeply impressed with the truth that he had discovered his life's vocation, he abandoned mercantile pursuits and established a dramatic and vaudeville agency in Baltimore. The stock company system was at that time in vogue. Mr. Rife prospered in his new enterprise and transacted a general dramatic business for the western and southern theatres.

He discontinued his theatrical agency in 1876 when the organization of traveling combinations became popular. In 1877 he was advance agent for a leading organization and continued "on the road" for two seasons. In 1879 he received an appointment in the office of the Secretary of the Treasury, and at the expiration of his term of office, he, by natural inclination, again renewed his acquaintance with the theatrical world by accepting the management of the Academy of Music in Wheeling, W. Va. He successfully conducted that theatre for one season, and in 1881 returned to Baltimore to accept the position of treasurer of Kernan's Monumental Theatre, in which capacity he continued until September, 1882, together with being the assistant manager of Kernan's Baltimore and Washington theatres.

At the opening of the season of 1882 Mr. Rife was appointed general manager of Mr. Kernan's united theatrical enterprises. In 1886, three years prior to his appointment as general manager, Mr. Rife had purchased the bill posting business of Messrs. Wachtel & Co., of Baltimore, which at that time had been established for seven years, in opposition to the city bill posters, A. T. Houck & Co. Then commenced a nip and tuck rivalry between these competing firms. At no period of his existence was the grit and determination of the younger competitor made more evident than during his fight against the city bill posters. All offers and suggestions of compromise were rejected. Mr. Rife finally purchased the entire interests and bill posting equipment of A. T. Houck & Co., which at once gave him full sway and a monopoly of the bill posting and paste manufacturing business in Baltimore, controlling all billboard space in the city and adding thousands of square feet in every desirable location. His progressive ideas and business genius suggested many improvements in the methods of facilitating his now extensive and exclusive bill posting field.

He invented and had constructed a bill poster's wagon, which in outward appearance somewhat resembles a police patrol. The compact and ingenious arrangement of this wagon provides divisions or sections for posters and bills of various sizes, buckets, paste, brushes, water and all other necessary appliances. Mr. Rife's enterprises had now assumed such extensive proportions that he found it both practicable and necessary to conduct his bill posting business under a partnership. In 1887 he formed a co-partnership with Mr. George H. Houck, under the firm name of Rife & Houck.

In August, 1890, Mr. Rife joined with Messrs. Kernan and Houck in the purchase of the unexpired lease of the Holliday Street Theatre, Balti-

more, from Mr. J. W. Albaugh, and Mr. Rife at once became its manager, with the firm of Kernan, Rife and Houck, as proprietors.

In August, 1891, Mr. Rife, in conjunction with Mr. J. Albert Cassedy, purchased the extensive printing plant of the late Wm. U. Day; this business is now conducted under the name of the Wm. U. Day Printing Co. The firm make a specialty of publishing theatrical and resort programs, and control the following issues. Albaugh's Lyceum Theatre, Kernan's Howard Auditorium, Holliday Street Theatre, Kernan's Monumental Theatre, Tolchester Item, Bay Ridge Journal, Baltimore B. B. and Score Book, also Kernan's Lyceum Theatre program, and the Bay Ridge Journal, of Washington, D. C.

In December, 1893, Messrs. Rife and Houck purchased the old-established and popular Fry's Theatrical Express, adding thereto the feature of local or city express business. Their equipment is most extensive, including as it does every style of vehicle, from light express wagons to massive trucks for moving scenery, &c.

Advertising, like charity, begins at home. In other words, to advertise a store; first get your store. There are so many horrid examples of how not to keep a store, that enumeration of the different bad ways is hopeless. It is useless to advertise outside of the store and not inside.

The first requisites in a system of advertising are cleanliness and order, general rightness in the appearance of the store. After that comes courtesy, and the quality of the goods. It is hard to tell which of these is the more important. A pleasant, cordial, but not obtrusive and obsequious, manner makes and holds trade. No matter how insignificant the transaction, it doesn't take any longer to be amiable than to be crusty. There is such a thing as being too pleasant—familiar—that is not good. It leads to a lack of respect. A merchant should always maintain his dignity in the store and in his advertising. Advertising should be the bulletin of the store—a mirror in which the store's characteristics and goods may

be reflected. If the advertising is good and the store bad, the advertising cannot possibly pay. People may be drawn to the store once, but they will not return.—Troy Press.

When you first take home an alarm clock you chuckle to yourself and think the alarm is loud enough to wake the dead, and that you will never be late to office again on account of over-sleeping. The first morning, or two or three mornings, perhaps, it works like a charm, but after that you don't hear it at all, and sleep on as serenely as before. Now, we have often thought that if a man had an alarm clock that would make a different noise every morning, a clock, for instance, that would yell "Fire" one morning, "Murder" the next, "What'll it be, gentlemen?" the next, and so on, he would never fail to wake up.

It's the same way with an ad. It works the first time allright; if it is sufficiently loud and strong, perhaps, it will work a time or two more, but after that the public sleeps on as serenely as before. Make it say a different thing every day, and watch the result.—Brains.

Theory is all very well in its way, But it's practice that makes an advertisement pay.

Those who know Mr. Rife and meet him every day, have often wondered how it is possible for him to manage and direct so many business enterprises for himself and others. It is, however, an incontrovertible truth that he gives personal supervision to every detail of his various business interests, besides managing the affairs of Holliday St. Theatre and Mr. Kernan's Monumental Theatre and Howard Auditorium of Baltimore, and Lyceum Theatre of Washington, D. C.

In 1882 Mr. Rife married Miss Fannie Stevenson, of Baltimore, and is now the father of a trio of bright and interesting children. Among the various orders and organizations with which Mr. Rife is actively associated, he is distinctively prominent in the Masonic Fraternity, he being a member of Joppa Lodge, No. 132, A. F. & A. M.; Adoniram Chapter, (Royal Arch Masons), No. 21; Monumental Commandery, (M. K. T.), No. 3; and Bountiful Temple, Nobles of the Mystic Shrine; he is also a member of Baltimore Lodge, No. 7, B. P. O. E. As may be readily surmised, Mr. Rife has a legion of warm and earnest friends, and is everywhere greeted with that cordiality which gives evidence of the popular esteem and respect in which his character as a man and a gentleman is estimated. In social and business life his example and integrity as a self-made man is worthy of emulation.

Short Talks on Advertising.

ARE PASTE BRUSH ARTISTS.

MEETING OF INTER-STATE BILL POSTERS.

Meet at the Oshkosh, Wis., and Strengthen Their Organization—Some of Those Who were Present.

There are a lot of princely good fellows at the Palmer House to-day who are sandwiching a considerable amount of jollity in an extensive amount of business as they go along. There is Clarence E. Runey, who is familiarly known as "Little Annie Rooney" among his associates, and Charles B. Kittredge who is dubbed "Kitty" by nearly everybody that knows him. Mr. Runey is the editor of the Waukegan (Ill.) Journal. Then there is F. F. Schaefer who is president of the Cook county republican marching club, the finest equipped political organization in the United States, which will leave in a body next Tuesday for Atlanta. There are also two Williams, both named John and each having E as a middle initial. One is the manager of the Oshkosh opera house, and the other is the superintendent of the R. J. Gunning Co., the largest paint and sign company in the world—a concern that employs fifty-two crews of men in Chicago alone to decorate bulletin boards, dead walls and fences. Incidentally there is a Case from Oshkosh.

These gentlemen, and many others, are in the city to attend a meeting of the Inter-State Bill Posters' Protective Association, a call for which was issued by P. B. Haber, the third vice-president. The meeting is being held in the parlors of the Palmer House. The object of to-day's meeting is to thoroughly outline the policy of the association for the benefit of non-members who have been invited to attend and join. The Inter-State is a comparatively new organization, but so successful are its methods that they appeal to advertisers, and the secretary has received already 285 answers from firms who desire to advertise. It is the purpose of the bill posters to unite not only for their own protection, but to guarantee conscientious service to the advertiser. The association aims to embrace in its membership the owners of billboards in small towns as well as large cities, for advertising is placed by large firms in proportion to the amount of territory that can be covered. All members are required to give a bond for a performance of work entrusted to them, and the advertiser is furnished with a list of responsible men, their facilities and prices. In turn, the members are furnished with a list of all advertisers whose credit is not good. The association also employs two traveling inspectors, who visit the various cities containing members, and if the member has been negligent in his work he is reported to the association and subsequently loses business. This has been found necessary, as many advertisers have had just cause to find fault with the manner in which posters and bills have been distributed. The new order of things tends to give the advertiser confidence in the association, which they desire to employ, as many of the heaviest advertisers in the country are now sharing their business with bill posters instead of giving it wholly to the newspapers as formerly.

Mr. Runey, in an address made to the association this afternoon, pointed out the necessity of giving advertisers square service. He also recited many interesting facts and figures. Said he:

"The Royal Baking Powder Company are currently reported as having spent \$600,000 annually for newspaper advertising. During the past year one-half of this amount was placed in the hands of the bill posters. For Pyle's Pearlina \$300,000 a year is spent in newspapers and \$50,000 in poster work. Walter Baker's Cocoa is advertised to the extent of a million a year in newspapers and magazines, and fully a quarter of a million on billboards and walls."

Interesting figures were given in regard to street-car advertising, which is largely controlled by the bill posters. Each car generally contains twenty advertisements, and to put one advertisement in each car in all the principal cities, costs \$100,000 annually. On that basis street-car advertising alone yields a cool two million each year. The Barnum Circus pays \$7,500 in order to get thorough service in Chicago prior to its two weeks' season.—Fondulac Commonwealth, November 5, 1895.

Theory is all very well in its way, But it's practice that makes an advertisement pay.

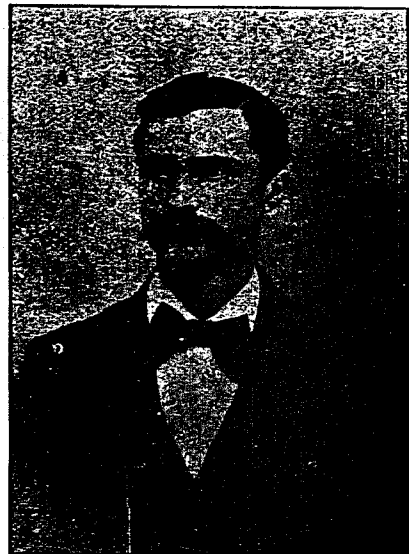
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**The Rochester Bill Posting Co., THE ERIE BILL POSTING CO.**  
 EDW. A. STAHLBRODT, Manager. EDW. A. STAHLBRODT, Manager.  
**BILL POSTERS, DISTRIBUTERS AND GENERAL ADVERTISERS,**  
 No. 16 and 18 Mill Street, ROCHESTER, N. Y. NEW YORK OFFICE, 621 Broadway. No. 10 North Park Row. ERIE, PA.



I. N. DOUGLAS.

The above portrait is an excellent likeness of Mr. I. N. Douglas, of the Southern Bill Posting Co., Knoxville, Tenn. He is affectionately and familiarly known among a large circle of friends as "Ike," and enjoys a splendid reputation and a good credit. Mr. Douglas is one of the originators of the Southern Bill Posting Co., having bought out the old company in October, '94, and taken in Mr. Barnes, his present partner. He was born in Jonesboro, a little hamlet just east of Knoxville, which was the first capital of Tennessee, and was raised and educated in the immediate vicinity. He is an Elk, a Knight of Pythias, a member of the Golden Chain, and several other orders.

**Bill Posters' Gossip.**

The Ancient Order of Prowling Prudes has broken out afresh in several sections of the country during the past month, and are minding other people's business with their usual zeal and activity. Of course they are regulating the billboards and calling down the wrath of God on bill posters and theatrical managers; but that is to be expected. We only refer to it because the newspapers have given their frothings more than usual space.

They never accomplish anything, in fact, seldom occasion even slight inconvenience on the part of those whom they have singled out for attack, because no fair-minded person pays any attention to a pack of old maids and superannuated clergymen in matters of this kind.

The cupidity and malice of the publisher, however, seldom fails to get the better of his judgment on these occasions, and the temptation to throw rocks at the bill poster under cover of the silly resolutions of a lot of old women is more than he can withstand. That is all there is to it.

Brush up your office with the new year. Get in line with your enterprising and progressive fellow-craftsmen, whose counting rooms are as handsome and commodious as a bank. It will help you and reflect credit on the business at large.

One of the most encouraging evidences of the excellent service rendered to advertisers by the Chapman Bros., of Cincinnati, and of the high esteem in which they are held by their patrons, lies in the fact that over a dozen large firms allow them to exercise their own judgment entirely in regard to all paper put out. The Liggett & Meyers Co., of St. Louis, are guided solely by Messrs. Chapman Bros' advice, both in regard to quantity and locations.

Ottling & Sons, of Newport, Ky., have an especially fine line of commercial patronage.

O. P. Fairchild, of Covington, Ky., is one of the distributors who does distributing, and does it right.

Miller Bros., of Columbus, Ohio, have bought up most of the boards of the opposition instituted by the Barnum & Bailey shows.

The American Bill Posting and Advertising Co., of Chicago, has had a splendid run of patronage from the Chicago papers. Competition is keen among the journals of the Windy City, and has resulted in their all reducing their prices to one cent and using space on the billboards in extravagant quantities.

Many bill posters are adding a department devoted to mural signs and painted bulletins to their business, and it may be all very well for those who are able to attend to it properly, but for one who cannot run bill posting alone it is nonsensical.

The New York City Association continues to preserve peace and harmony, and is therefore to be commended most highly. Just why Messrs. Munson and Reagan & Clark should not now be eligible for membership in the A. B. P. A. is to us past understanding.

There will likely be two tickets in the field when the election takes place next summer in Cleveland. Al Bryan is wanted for president by a considerable number

of the Association members, but President Campbell has quite a following who want him continued in office.

C. D. Hammond & Co., of Pittsburg, Pa., have plenty of good boards, but the greater part have been contracted for by the theatres.

Arthur M. Plato, of Frisco, will attend the next annual meeting in Cleveland.

No field of industry has undergone more rapid development of later years than that of the afficheur.

Jas. A. Curran is a presidential possibility next year, and Geo. Robinson, of Dallas, is mentioned for vice-president.

"Prompt answers to all correspondence" is a legend we would like to see prominently displayed on all bill posters' advertisements and stationery.

A subscriber writes as follows: "I am much interested in your publication, and though only a retailer in an interior city, I read it from beginning to end with great pleasure. I was much surprised to see in Mr. Biardot's interview, in the November number, that he prefers thoroughfares to residence streets upon which to display his posters. If it was an article that men buy there might be reason in his choice, but as it is the housewife who buys the soups, to my mind the paper ought to go where she will see it ofttest, and that is on the outskirts of the cities. When madam comes down town her mind is on her shopping or the immediate work which she has in hand, consequently her mind is not in a receptive state, and the posters on the walls fail to make a strong impression. Advertise cigars, shirts, magazines, clothing, or men's ware in the heart of the city, but put women's ware, foods, etc., where the lady of the house can survey it at her leisure. I am sure this is right for I know that, even in my own case, the first posters that I see after leaving home in the morning always impress me strongly, while those that are displayed down town, which I encounter during the busy hours of the day, are hardly noticed."



JOHN A. LAKIN.

Whose portrait appears above, is the veteran bill poster who does the hustling in Cooperstown, N. Y. Mr. Lakin has been in the bill posting business since 1868, and has managed the Opera House in Cooperstown, for a number of years. He has also put in part of his career on the road, having been connected with the Old John Robinson Shows, and several theatrical organizations. Mr. Lakin is also a veteran of the late war.

**ANSWER ALL CORRESPONDENCE PROMPTLY.**

Numerous complaints have reached this office from advertisers regarding the difficulty of obtaining answers to correspondence from various bill posters. The evil is evidently very prevalent, which is a matter much to be deplored. A business man, and a bill poster is a business man, who fails to answer a business letter is unworthy of the name. He is rude, uncivil, in fact, a little short of boorish. Discourtesy of this nature does more to hurt the calling than all the other evils that assail it.

Every bill poster should make it a point to render all reports, receipts and acknowledgments promptly, and to bear in mind that every letter of inquiry, no matter how trivial, deserves an answer.

Cincinnati will be the objective point towards which many bill posters will turn their faces early in January. The occasion will be the annual meeting of the Protective League of American Showmen, of which many knights of the brush are members. There will be much shaking of hands and no little conviviality.

The paste brush made by Elder Jenks and Raborg, of Philadelphia, is highly spoken of by all the firms who use it.

If you want to please the advertiser give him good service and charge him for it, but do not advance the price until you have justified the increase by well-ordered boards, carefully selected locations, and a corps of efficient employees.

**THE DONALDSON GUIDE**

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

It gives the population of the town. It gives the population of the county. It gives the name of the bill poster. It gives his street address. It gives the name of the distributor. It gives his street address. It gives the name of the opera house. It gives the name of the local manager. It gives the names of the halls. It gives the names of their managers. It gives the names of the newspapers. It gives the names of the editors. It gives the date of publication. It gives the names of the dramatic critics. It gives the names of the dramatic correspondents. It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether there is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

**GET YOUR NAME IN**  
 PUT AN AD IN  
 It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or of an inch to \$3.50.

**ADS ARE CHEAP**

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if recorded the support it deserves will be a big thing for all parties interested.

The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who use it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvass for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

**W. H. DONALDSON, Cincinnati, Ohio.**

**Happenings in Several Cities.**

**Another State Association.**

The bill posters of Connecticut have formed an association, to be known as the Connecticut Bill Posters' Association. The organization took place at Bridgeport, Conn. H. H. Jennings was elected president and treasurer, and Wm. McGuin, of Thomaston, secretary.

**Police Censorship in Four Cities.**

William Davis, employed by the Old Colony Bill Posting Company, at Providence, was fined \$5.00 and costs for posting a bill which did not meet the approval of the Chief of Police.

It is a misdemeanor in Schenectady, N. Y., for any person to ring the door bell or arouse the attention of the occupants of a house when leaving a hand bill or advertising sheet. Bill posters are prohibited from posting bills on rocks or trees adjoining the highways without the consent of the owners. There are penalties of \$100.00 fine and six months imprisonment attached to the offenses.

The San Francisco city council is considering the manner in which the fences of the leading streets of the city are at present posted with large and, in some cases, objectionable bills. A resolution was adopted by the board expressing disapproval of this display of advertising on fences, and particularly those of an objectionable nature.

The Indianapolis Commercial Club has laid before the Board of Public Works in that city a resolution expressing the opinion that it is unfortunate that any portion of the public buildings or bridges of the city should be let for advertising purposes.

Two boys were arrested in Kansas City, for posting bills on the telephone poles there. They were not in the employ of Mr. Hudson, but were doing the work surreptitiously for the Lincoln Tea Co. The boys were discharged as the authorities were unable to locate the agent of the Tea Company, who was really the guilty party.

**SUCCESS ASSURED.**

Dashaway:—Jagway has just invented a new cocktail. I saw him yesterday and I guess it's going to be a success.  
 Cleverton:—What did he say about it?  
 Dashaway:—He couldn't talk.—Life.



The following little story shows conclusively the attitude of the public toward theatrical attractions which "bill":

Wm. R. Hayden, who is managing Stuart Robson this season, is the man who first "circused" Shakespeare. He was an old showman, and he hit upon the plan of advertising Shakespearean plays as if they were so many Jumbos, fat men, or broken neck freaks. He spread thousands of miles of dead wall with Othello and Iago in the "quarrel scene," Hamlet on the platform at Elsinore, and Richard and Richmond battling to a finish on the Bosworth downs. Tom Keene, the tragedian, was the star of this "circus" scheme of Hayden's, and people flocked to the theater, brought hither by Mr. Hayden's spectral lithographs, to see who this star could possibly be. Keene, who was then in his prime and vigor, was sufficiently robust to capture the hot polli, and he made a fortune. Mr. Hayden and Keene differed as to who was responsible for the success of "circusing" Shakespeare, but the popular impression went abroad that Billy Hayden and his Shakespearean "circus poster" made Tom Keene.

That this happened long ago has no bearing, as the feeling is as strong to-day if not intensified. This fact is abundantly proven by the success of all shows which are well billed.

George H. Meade, has appointed advertising agent of the Chicago Great Western Ry., with headquarters in Chicago. His duties will be broader than those of the ordinary advertising agent, as he will have charge of all affairs of the road connected with advertising, including office signs, etc. In addition to the title of advertising agent he will hold an entirely new title, never before known among railroad officials, which is "chief of the department of publicity," which title covers the duties not usually attached to the advertising agent's office.

A correspondent writes as follows: "I have had rather an unfortunate experience with bill posters. On a recent tour I found that paper left at six different towns had been only partially posted and that two of the firms had sold what they did not post to the manager of a rival attraction."

With all due respect to our informant we wish to state that none of the six were bill posters. They are a bastard sort of vermin, who are masquerading as bill posters. As a type they are almost extinct, but occasionally one meets with them even yet. We would like to have the names of all of them. It would afford us great pleasure to take a few falls out of them.

**DENVER NOTES.**

Smith Turner, agent of "Fast Mail," was here, and played Denver week of December 2d.

Mr. John Moran, traveling agent, representing the Kohler Manufacturing Co., of Baltimore, Md., was with us in Denver this past month, and will visit Pueblo and Colorado Springs on his way West. We highly recommend him to all bill posters.

Mr. Hogle representing J. P. Primley, Chicago, Ill., manufacturer of Primley's Pepsin Gum, was in Denver with five salesmen, and, checked up his paper in Denver, Pueblo and Colorado Springs, and was highly pleased. Mr. Hogle is a rustler and one of the best advertisers who visits this section of the country.

The English Syndicate Shows, owned by Wm. Sells, Rentfrow & Holton, ran into winter quarters last week, in Denver, and will be all ready to start on their merry tour in the Spring.

John Moore, the prince of all hustlers, is piloting at the head of Chas. E. Schilling's Minstrels, on his way West. The only trouble with Moore is, he carries a cane and tries to explain to every bill poster how to post bills or hang lithographs. In the hereafter he may know better.

Chas. E. Schilling's Minstrels are doing a big business through Colorado. They opened the season this last month in Denver.

**Opposition in Salt Lake City.**

Anderson Bros. have controlled the bill posting situation for some time, but now they are contested in the field by a new company, under the control of Peter Elliott. The competition has been lively, and both companies have been hustling, and now both have commenced to resort to building boards on the same lots, shutting in the other fellows, and such little things as that.

Some bill posters hate opposition like the devil hates holy water.

Claude Robinson, of McLeansboro, Ill., combines bill posting with sign writing.

Clarence E. Runey, of Waukegan, Ill., who has done much toward the organization of the Inter-State Bill Posters Association, is editor of the Waukegan Journal.

Democrats read a democratic paper, and republicans read a republican paper, but everybody reads the posters on the wall.

Associations, like trade unions, when they attempt to run counter to the great principles involved in the law of supply and demand, are as powerless as a toy boat in a maelstrom.

Charles S. Fee, G. P. A. of the Northern Pacific Ry., takes exception to the new poster issued by the Southern Pacific Ry., wherein St. Paul is represented by an iceberg, and Los Angeles by an orange-tree.

**BRIGHT IDEAS IN YOUR ADVERTISEMENTS**

Will draw the public to you and to what you have to sell. You may write good ads yourself, but with my assistance your ads will be better. The better the ads and the more convincing they are, the more goods they will sell—that's certain. I charge \$1.00 each for writing ads, sometimes more, and will submit my work for your approval before asking payment if you say so. Let me help you to make your ads better.

**CHARLES A. WOOLFOLK,**  
 446 West Main Street,  
 "Make Your Business Grow." LOUISVILLE, KY.

When you write, mention *Billboard Advertising*.

P. F. SCHAEFER, President, Chicago, Ills.  
 P. G. STOUT, 1st Vice Pres't, St. Louis, Mo.  
 W. J. HORN, 2nd Vice Pres't, Springfield, Ill.  
 P. B. HABER, 3rd Vice Pres't, Fon du Lac, Wis.  
 CHAS. C. MAXWELL, Treas., Lincoln, Ill.  
 CLARENCE E. RONEY, Sec., Waukegan, Ill.  
 P. G. STOUT, D. SPENCER, A. H. CARNEGIE, F. P. MEYERS, L. E. TIEMANN, C. STARKS  
 G. HERBERT, C. E. PERRY, A. D. GOODMANN, A. J. TURNER, C. H. GRIEBEL, L. ROLEY,  
 TARRANT & KRONSHAGE, Milwaukee.—Attorneys—MAXWELL & MAXWELL, Lincoln,  
 CHAS. B. KITTREDGE, Waukegon—Traveling Inspectors—C. E. RONEY, Waukegon.

**Inter-State Bill Posters' Protective Association.**

Scale of Prices Adopted for Listed, Protected and Renewed.  
**30 DAYS' DISPLAY.**  
 Population Per sheet  
 1,000 to 5,000..... 3 cents  
 5,000 to 10,000..... 4 cents  
 10,000 to 20,000..... 5 cents  
 20,000 to 40,000..... 6 cents  
 40,000 to 60,000..... 8 cents  
 60,000 to 150,000..... 9 cents  
 Over 150,000..... 12 cents  
 One Sheet, 15 days..... 3 cents

Address all Correspondence to the Secretary.  
 When you write, mention *Billboard Advertising*.

### Fifth Annual Convention OF THE NEW YORK STATE BILL POSTERS ASSOCIATION.

Held at the Ashland House, New York City,  
Monday, November 11th, 1895.

12 o'clock noon. President W. J. McAllister in the chair. Upon roll call, the secretary, Mr. Jas. H. Staats, announced the following members present, viz: C. F. Filbrick, Buffalo; George Castner, Syracuse; John A. Napier, Utica; Jos. A. Wallace, Oswego; J. Bal. Carroll, Albany; W. J. McAllister, Troy; Jas. H. Staats, Lockport; C. F. Clayton, Niagara Falls; W. A. Downe, Plattsburgh; William Mildrum, Yonkers; P. J. Dunn, Tompkinsville, S. I.

The secretary then read the following applications for membership:

Mrs. M. C. Dundon, Troy; McElroy Brothers, Flushing; J. P. Kelly, Cohoes; W. C. Smith, Elmira; and O. J. Gude, New York City.

Upon ballot being taken, the application of Mrs. M. C. Dundon was rejected. McElroy Brothers, W. C. Smith, and J. P. Kelly were, upon ballot being taken, duly declared elected members of this Association. The O. J. Gude application was tabled until 2:30 o'clock. Mr. J. Samuel Wade asked that his membership be granted from Cohoes to Schenectady. Granted.

Adjourned for dinner to 2:30 o'clock.

AFTERNOON SESSION—2:30 O'CLOCK.

President McAllister wielding the gavel. Secretary Staats, upon roll call, announced the following members in attendance:

Samuel Pratt, New York; C. F. Filbrick, Buffalo; Edw. A. Stahlbrodt, Rochester; George Castner, Syracuse; J. Bal. Carroll, Albany; W. J. McAllister, Troy; John A. Napier, Utica; C. E. Clayton, Niagara Falls; Jas. H. Staats, Lockport; Jos. A. Wallace, Oswego; W. A. Downe, Plattsburgh; P. J. Dunn, Tompkinsville, S. I.; William Mildrum, Yonkers; J. L. McElroy, Flushing; C. A. Wood, Jamaica; W. C. Smith, Elmira; B. Link, Brooklyn.

The minutes of last May convention were then read for the information of the members.

#### REPORTS OF OFFICERS.

President McAllister then in a few well chosen sentences addressed the convention, and portrayed the benefits derived through this organization by its members during the past year. He feelingly touched upon matters as adopted at the Detroit convention, to which he was a delegate, and acknowledged that several mistakes occurred at that time, which he hopes would be rectified in the near future. In finishing his remarks he extended to the incoming officers his hearty co-operation for the success of the Association during the coming year.

The secretary, Jas. H. Staats, then read his report, showing the healthy condition of the Association, both in the number of membership and financially. The report was referred to the finance committee.

J. Bal. Carroll, treasurer, made his report, showing a balance on hand of forty-six dollars and seventy-three cts. (\$46.73.)

This report took the same course as did that of the secretary.

#### ELECTION OF OFFICERS.

President appointed Messrs. Napier and Clayton as tellers.

The following is the result of the election of officers for the coming year, viz:

President, George Castner, Syracuse; Vice-President, P. J. Dunn, Tompkinsville, S. I.; Secretary, Edw. A. Stahlbrodt, New York City; Treasurer, C. F. Filbrick, Buffalo. Finance Committee: Samuel Pratt, New York City; J. Bal. Carroll, Albany; Jos. A. Wallace, Oswego.

Samuel Pratt then installed the officers in conformity with the By-laws and Constitution of this Association. President McAllister, upon retiring, introduced George Castner, his successor, and presented him with the gavel.

President George Castner in the chair. Edw. A. Stahlbrodt assuming the secretary's desk.

A motion was made and unanimously granted that the thanks of this Association be tendered to the retiring secretary, Jas. H. Staats, for his untiring efforts during the past four years, on behalf of our members.

Upon motion the secretary was instructed to make application to the president of the Associated Bill Posters' Association of the United States and Canada for a new charter for this Association, for the reason that the original charter was recently destroyed. Granted.

#### UNFINISHED BUSINESS.

Under this head the application of O. J. Gude for membership in this Association was taken from the table. After thoroughly discussing the practicability accruing to our Association by accepting persons to membership who have no identification with our craft, or who, under our Constitution, are not "employing bill posters," and upon motion of J. Bal. Carroll, the aforesaid application was rejected by a unanimous vote.

[NOTE.—The above action on the part of the State Association excludes Mr. Gude from the right to membership in the National Association. As no person can be a member of the National Association unless he is also a member in good standing in the State Association from the state in which he lives.]

W. J. McAllister moved that a committee be appointed to wait upon Mr. Houghtaling, and request his resignation, as, under our rules and regulations, none but employing bill posters are eligible to membership in this Association. Adopted. Messrs. McAllister, Filbrick and Wallace were appointed to carry out the above instructions.

By J. Bal. Carroll:

Resolved, That the action taken at our May meeting, making the "BILLBOARD ADVERTISING" the official organ of this Association, be reconsidered. Adopted.

"WHEREAS, We, the members of the New York State Bill Posters' Association, in convention assembled, do condemn the course pursued of the accepted official organ, "BILLBOARD ADVERTISING," in its present position of espousing the cause of, and encouraging opposition

to, the members of the Associated Bill Posters' Association. Therefore, be it

"Resolved, That it is the sense of the members of this Association, that as the journal above referred to was fostered and encouraged, and supported in the belief that as an official organ of this Association in our interests they would be protected rather than assailed by the same, and as we find we was laboring under a misapprehension of the real facts apparently, that we cease all connection with "BILLBOARD ADVERTISING" in any manner, either by subscription or through its advertising columns, and that we in no way give it our assistance and support. And be it further

"Resolved, That we request the several State Associations and the Associated Bill Posters' Association of the United States and Canada, to co-operate with us in supporting some journal, to be decided upon later, who will devote its columns exclusively for the benefit and interests of the members of our organization, and not to our detriment. And that we pledge our hearty support, both morally and financially, to the above end."

After considering the above resolutions for over an hour, during which time all interests were considered, the above resolutions were unanimously adopted, and the secretary instructed to promulgate the above matter to all the bill posters holding membership under our Association.

By C. F. Filbrick:  
Resolved, That the next meeting of this Association, to be held in the city of Buffalo, N. Y., upon the second Monday in May, 1896.

By W. C. Smith:  
Resolved, That our next annual meeting to be held in the city of New York, upon the second Monday of Nov., 1896.

Upon motion, the prices as adopted at the Detroit Convention were adopted.

#### GOOD OF THE ASSOCIATION.

The following letter was introduced by Edward A. Stahlbrodt, who commented favorably upon the same, and several members took occasion to voice the sentiments extended below. Our members are realizing to a larger degree than ever before, that they must deliver first-class service in every respect if they desire the full confidence of every advertiser.

Rochester, N. Y., Nov. 9, 1895.  
EDWARD A. STAHLBRODT,  
New York City.

Dear Sir—Referring to the matter of posting "Blue Label Ketchup" paper, of which you have done something for us this season, we beg to advise that it is our opinion that this work, when properly done, is of benefit. What we mean by being properly done is that when commercial advertisers ask for listed showings that in order to have this work conscientiously done the lists should be furnished so that immediately after posting they can be checked up, and again before the termination of the time for which the posting was contracted. We think if this

was insisted on by advertisers generally, not with the idea of distrusting the bill poster, but simply with the idea of getting what they were paying for, that the bill posters themselves would soon find that commercial work would be offered to them more frequently and in larger quantities than now, and consequently would accrue to their benefit. This has been one of the great drawbacks with us in doing more of this kind of work through you. We will say frankly, however, that through you we have gotten a larger percentage of lists of our showings than we have through other houses through whom we have placed similar work, but yet the percentage of towns for which we had lists is less than we expected. We believe that this kind of advertising, if done along the lines as noted above, is judicious and paying, and while we cannot at this writing verify or disprove the statement that our sales may have been increased, yet we are inclined to believe that such is the case, and shall undoubtedly do considerably more of this business in the near future.

Very truly yours,  
CURTICE BROTHERS CO.,  
Per R. A. BADGER, Sec.

The following telegram acknowledges that although one member of our Association found it impossible to join us in person, his spiritual being hovered near and around us:

Buffalo, N. Y., Nov. 11, 1895.  
TO N. Y. STATE BILL POSTERS' ASS'N,  
New York City:

"The father of your Association sends his greetings.  
C. M. WHITMER."


Other important matters were brought before the Convention, and after a thorough discussion received proper attention, but are of such a nature that it is deemed inadvisable to publish the same but nevertheless will be remembered by those present.

Upon invitation of Samuel Pratt and Edward A. Stahlbrodt, the members of the Association were invited to a banquet held at the Sinclair House, at seven o'clock that evening, where they were dined and wined, as is customary at all gatherings of this Association. All expressed themselves in full accord with the manner in which the pleasant gathering came to an end.

Adjourned sine die.  
EDWARD A. STAHLBRODT, Sec.,  
621 Broadway,  
New York City.

**R-I-P-A-N-S**

The modern standard Family Medicine: **Cures** the common every-day ills of humanity.



TRADE MARK

DO YOU WANT A BARGAIN? DO YOU WISH TO Sell? **MAGIC** Lanterns Wanted And for Sale or Exchange. HARBACH & CO., 509 Filbert St., Phila., Pa.

## Commercial - - - Advertisers

who

# Post Bills:

## ST. LOUIS BILL POSTING COMPANY,

Office, 516 Walnut Street, ST. LOUIS, MO.

We reserve unlimited prominent locations for mercantile purposes.

You will find in ours a perfect up-to-date bill posting plant, without a superior in the United States for Commercial Displays.

Our entire boardings recently revised and rebuilt.

R. J. GUNNING, PRESIDENT.

When you write, mention *Billboard Advertising*.

#### Waste of Advertising Matter.

In an article in the November issue of this magazine, under the head of "Distributors' Chat," we spoke of the waste of advertising matter by irresponsible distributors.

Since that article was written, many complaints of a similar character have been made to both the Secretary-Treasurer and General Agent of the International Association of Distributors, that we consider it a duty we owe to the advertisers of the country, as well as the honest distributors, to further speak of this matter.

The complaints referred to, speak more particularly of the willful waste of advertising matter recently put out for Dr. Miles Medical Co., of Elkhart, Ind., in Chicago, Middletown, N. Y. and Dowagiac, Mich. In some instances as many as a dozen pieces of matter were picked up from the gutters and other similar places where they were thrown by the one who had been employed to *honestly* distribute them. These charges of criminal waste of advertising matter, coming as they do from sections widely apart, and from gentlemen who are entirely unknown to each other, dispels anything that savors of connivance for personal benefit—they bear, instead, the stamp of truth, without so much as the semblance of exaggeration.

In addition to the charges regarding the waste of Dr. Miles' advertising matter, Mr. W. E. Patton, of Corinth, Miss., reports the wholesale waste of advertising matter lately discovered in cleaning out a hotel building in that place. This matter had been sent there at various times for distribution, and no doubt paid for. Until the building was to be renovated, it remained undisturbed in what the distributor thought a safe place.

What does all this waste of advertising matter mean? It means, counting alone by dollars and cents, the loss to the advertisers of thousands of dollars, not considering the time and study required to place the matter in an attractive style before the public. The waste of adver-

tising matter by distributors, in order that they may the sooner finish their contract, is stealing just that amount of money from an employer—it can't be called by any other name. The advertiser is not free from much of the responsibility for this state of affairs—in fact, many of them are the indirect cause of it. In order that a few dollars may be saved in the cost of distributing, they patronize, and in every

only for their own benefit, but that truer better and more honest service may be rendered advertisers. It is through the efficient organization of one of these associations that the advertiser is informed of the waste of his advertising matter as noticed above.

Would it not then be more to their interest if the advertisers of the country should rebuke the dishonest service they

instance has there been the least complaint where work has been entrusted to them. No boys are admitted to membership, only men whose reliability is thoroughly tested before they are accepted.

All advertising matter placed in the hands of such men as the members of the above Association, for distribution, will be placed as directed, promptly and efficiently.

Since the issue of the October number of this journal, the following named distributors' applications for membership have been approved and they are now members of the International Association of Distributors of North America.

Chas. A. Page, 143 8th Rodway, Fall River, Mass.  
Lewis E. Tieman, 508 South High St., Belleville, Ill.  
The W. H. Bathgate, A. & D. Agency, Portage, Wisconsin.  
J. A. Clough, 647 Austin Ave., Chicago, Ills.  
Major Mike Emig, 1123 Overhill Street, Louisville, Ky.  
William H. Case, 24 Miner Street, Fort Wayne, Ind.  
L. H. Ramsey & Co., 137 East Main Street, Lexington, Ky.  
Spaulding & Gordon, Boise City, Iowa.  
H. E. Rogers, LaCrosse, Wis.  
W. C. Tiryrell, Lima, Ohio.  
L. S. Wieman, Milwaukee, Wis.  
W. H. Drullman, Valparaiso, Ind.  
Donat J. Lefebvre, Manchester, N. H.  
S. W. Anderson, Salt Lake City, Utah.  
Fred. Morley, Phillipsburg, Pa.  
Cad. F. Mevis, Waukesha, Wis.  
James Mack, New York City.  
James R. Long, Washington, D. C.  
George M. Leonard, Grand Rapids, Mich.

"SMALL TALK ABOUT BUSINESS," By A. E. Rice. A banker's business hints for men and women. Published by Fremont Publishing Co., Fremont, Ohio. 70 pages. Paper 40, cloth 75 cents. By mail, post paid. Descriptive pamphlets free. This book, as its name indicates, is a talk about business; a banker's talks to men and women about the common, everyday business affairs of life. It is brimful of useful ideas for both young and old—a book that should be on every desk and in every home.

Editor of Organ—"Coarse and abusive remarks." That's a good phrase. By the way, Mr. Blower is on the other side, isn't he? City Editor—Oh, no; he's one of our speakers. Editor—So? Let me see. I think you'd better change that to "keen and incisive."—*Boston Transcript*.

#### A NEW RATE CARD.

We present herewith a proposed rate card, which will be considered by the International Association of Distributors at their annual convention, which will be held at Cincinnati, O., January 7 and 8, 1896.

	City Service per 1000.	Suburban Service per 1000.	Country Service per 1000.
<i>First Class Matter</i> —printed matter, not folded, embracing Circulars, Leaflets, Dodgers, Fliers, Programmes, Tracts, . . . . .	\$ 1 50	\$ 2 50	\$ 5 00
<i>Second Class Matter</i> —printed matter, folded, embracing Pamphlets, Couriers, Heralds, Folders, Time Tables, . . . . .	1 75	2 75	5 50
<i>Third Class Matter</i> —printed matter, bound, embracing Books, Booklets, Almanacs, Catalogues, Price Lists, Premium Lists, . . . . .	2 00	3 00	6 00
<i>Fourth Class Matter</i> —miscellaneous, embracing Cards, Blotters, Circulars (in envelopes), Folders (in envelopes) . . . . .	2 00	3 00	6 00
<i>Fifth Class Matter</i> —advertising novelties, embracing Calendars, Gas Jet Cards, Easel Cards, Window Cards, Fancy Folders, Folding Novelties, Shape Novelties, . . . . .	2 25	3 25	6 50
<i>Sixth Class Matter</i> —merchandise, embracing Puzzles, Paper Weights, Rulers, Samples, etc., (not fragile) . . . . .	3 00	4 00	8 00
<i>Seventh Class Matter</i> —merchandise, embracing everything of a fragile nature, requiring great care in handling, such as samples of liquids in bottles, etc. . . . .	4 00	5 00	10 00

possible way encourage, distributors who employ boys some of them mere children—and other irresponsible parties to do their work. Other advertisers profess to be opposed to all associations of distributors, and will not encourage their members.

It is this undesirable and unsatisfactory distributing service that has promoted the association of responsible distributors, not

are every day compelled to submit to, by giving their work to members of an association possessing qualifications which would entirely preclude anything like dishonest work.

The International Association of Distributors is composed of some of the most reliable men engaged in the business in the United States. The membership take a pride in their organization, and in no

**BOISE CITY,  
IDAHO.**  
POPULATION, 8,000.

**SPAULDING & GORDON,**  
LICENSED  
**City Bill Posters and Distributors.**  
Members of the Associated B. P. Ass'n, and International Ass'n of Distributors.

We have more bill ng space than all other towns in Idaho put together. The city is booming. Send on your paper. References furnished.



GEORGE CASTNER,

Whose portrait we produce above, has grown up in the bill posting business. He has been located in Syracuse, N. Y., for twenty-five years. In that time the city has increased in population from 55,000 to 125,000, and Mr. Castner has kept pace with the city. His billboards have increased from a very small beginning until now he has boards located in every prominent place in the town. He has over 10,000 running feet of boards; nearly 3000 three and six-sheet boards, and numerous places for small work. He has three opera houses to work for, and, besides a large amount of local commercial work, he also has a number of contracts for national advertisers at all times.

Mr. Castner has one of the best arranged offices in the country, and his work is always attended to in a thorough and systematic manner.

Advertisers are always sure of a good showing on the boards at Syracuse, and can always rely on every contract being fulfilled to the letter.

Mr. Castner has opened branch offices in the cities of Auburn, Chittenango, Geneva and Homer, and will shortly locate in other places. His many friends are glad to hear of his increasing prosperity.

### Letters to the Editor.

EDITOR BILLBOARD ADVERTISING:

Dear Sir—I notice in the November number of your magazine a letter from Mrs. M. Dundon, of Troy, N. Y., complaining of the injustice from which she has suffered at the hands of the A. B. P. A. While I fully concur with your views on that matter, I cannot refrain from bringing to your notice an incident which reflects seriously upon Mrs. Dundon and her business methods.

During the season 1893 I was contracting agent of the Pawnee Bill Shows, and in that capacity had occasion to engage billboards in Troy. I used McAllister's boards, because he had all I needed, and I regarded them as better than those of Mrs. Dundon. Her manager was much put out thereat, and induced Mrs. Dundon to buy or obtain control of a small portion of the lot which I had secured for the show to exhibit in. She waited until the show arrived, and then, without any warning or notification, caused the arrest of Major Lillie (Pawnee Bill) on the charge of malicious trespass. That is the incident, and I submit it without comment.

Yours very truly,  
RALPH W. PECKHAM.

It affords us great pleasure to print Mr. Peckham's letter in full. A statement from him needs no verification, but in this instance his charges have been fully substantiated. It is almost past belief that, in this enlightened age, a firm can be found who would resort to such unmercantile tactics. A certain amount of chagrin, under the circumstances, would have been only natural, but the animus and malice exhibited in this instance surpass anything we have ever heard of.

Such a course is not only low and despicable, it's beneath contempt.

No self-respecting firm would resort to such methods, and no firm who does shall continue to style themselves bill posters, if we can prevent it.

### ABOUT BILLBOARDS.

EDITOR BILLBOARD ADVERTISING:

Dear Sir—My way of building boards is to char the posts half an inch deep, for four feet, on the end going in the ground three feet, so that one foot is exposed to the snows, etc. (Posts I charred ten years ago are sound to-day.) Tar, paint, or peeling the bark, does not give as good results.

For the face, use planed boards one foot wide, and put up with broken joints. Build ten feet high and cap with four-inch strips.

I think billboards on the outskirts of the cities are as essential as those in the center.

Hoping the above will be of benefit to all concerned, I remain,

Yours respectfully,

ARNO E. ANSKE.

LACON, ILL., Nov. 5th, '95.

J. J. Kirby has purchased all the boards at Boone, Iowa, and is now the only bill poster in Boone. He is also manager of the Opera House.

The interest in poster advertising is plainly made apparent by the numerous exhibitions all over the country. The posters used in these exhibitions are all from private collections, which show that it has been gathering food in a silent way among the people. They clearly show notwithstanding the attitude of the press in general in maintaining that the only effective way to reach the public eye and ear, is by newspaper advertising, that "there are others."

It is said that an offer was recently made to Liggett & Myers, of St. Louis, to purchase their plant and good will. The sum offered was away up in the millions and was tendered in cash. The syndicate was tersely informed that the money was never coined that could buy the right to make Star Tobacco. This is the one brand that is advertised extensively on the billboards.

25 YEARS IN SYRACUSE.

**GEORGE CASTNER,**

Licensed City Bill Poster,

Distributor and Sign Advertiser,

Room 15, Courier Building, SYRACUSE, N. Y.

BRANCH OFFICES IN AUBURN, CHITTENANGO, GENEVA AND HOMER.

When you write, mention *Billboard Advertising*.

### HOT SPRINGS FOLKS AROUSED.

Agitating an Efficacious Plan to Advertise That Great Resort.

The citizens of Hot Springs are agitating an efficacious plan of systematically advertising the attractions and advantages of that resort.

An organization has been effected and the *Daily News* of that city says that committees are at work perfecting details.

The Hot Springs Bureau of Advertising is the name selected for the new movement. Its temporary officers are: Capt. S. H. Stitt, president, representing the three large hotels; Fred A. Bill, vice-president, representing the Iron Mountain and Hot Springs Railroads, and Capt. C. N. Rix, treasurer, representing the business men of Hot Springs.

To carry out the plans of the bureau money is necessary. The two railroads together have subscribed \$3,000, the Eastman, Park and Arlington hotels have subscribed \$1,000 each, other interests have subscribed liberally, but it is felt necessary that every business and professional man in the city should have a direct interest in a project which aims at the prosperity of all, and to this end a finance and executive committee, consisting of Capt. A. R. Smith, E. F. Klein and J. B. Varnadore, has been appointed and is now at work taking subscriptions to the fund. It is necessary that the sum of \$12,000 be raised for the first year.

The promoters of the movement have in view the employment of an expert advertising manager to take charge of the work outlined. Hot Springs does not propose to hide its light under a bushel. It has a progressive, far-seeing populace that is fully alive to the benefits of a liberal use of printer's ink.

The City Council, of Erie, Pa., is wrestling with the subject of bill posting license. It has been proposed to put the franchise up at auction and sell the exclusive privilege to the highest bidder.

The new bill posting ordinances are causing some trouble in Chicago. Scarcely a day passes without the arrest of some unfortunate bill poster who is unwittingly violating the law in his zeal to give the advertiser the worth of his money.

An advertisement, like a man, will weaken with age.



CHAS. HOGUE.

The above portrait is a splendid likeness of Chas. Hogue, the enterprising bill poster of Mattoon, Ill. He owns and controls all the boards, and always gives the advertiser the best possible showing. He is a member of the Interstate Bill Posters' Protective Association. Mr. Hogue is also manager of the Dole Opera House, and road managers have a very high regard for his ability and integrity.

### THE CHURCH FALLS IN LINE.

Rev. Johnston Myers, of Immanuel Baptist Church, Chicago, adopted the atrial method of advertising a sermon preached Sunday Evening, November 17. The whole district bounded by Twelfth, Thirty-ninth and State street "was billed like a circus."

Mr. Myers' advertising posters are in two sizes, 1-sheet and 3-sheet, printed in blue ink on white paper, and announce Sunday evening sermons at Plymouth Congregational Church, which is being temporarily used by the Baptists while Immanuel Church is being moved.

The simple fact of a church advertising by this means naturally attracted considerable attention and as much comment. The question that arose in most minds was, "Does a church need advertising?"

The Rev. Johnston Myers says churches of the South Side most certainly do need it. He made the broad statement last night the community of the South Side does not know where the churches are. In explaining the situation he said:

"The fact is, we have goods for the people, but the people don't know where to find them. There is nothing outside of the theatres that deals so directly with the people as the churches. We want to show them our goods."

Mr. Myers stated it is possible Immanuel Church may employ an advertising agent. He said when the old church is in its new position he will have a canopy front of electric lights and a coronet of electric lights on top of the spire, if the trustees will consent to it, to attract the people towards his home of the gospel."

### THE BEST WAY.

So goes the caption on the cover of a very neat and effective pamphlet, of 28 pages, issued by the American Bill Posting Co., Ltd., of Philadelphia.

"The Best Way" goes beyond giving a mere list of stands or catalogue of locations. It has numerous half-tone illustrations of notable posters, and offers convincing reasons why poster advertising is "The best way."

Jersey City, Bayonne, West Hoboken, Union Hill, Weehawken, West New York, Guttenburg, Englewood, Homestead,

New Durham, Tyler Park, Seacaucus, Marion, Kearney, Harrison, Bergen, Lafayette, Greenville,

Pamrapo, Centerville, Constable Hook, Bergen Point, Fort Lee, Fairview, Ridgefield.

**J. F. O'MEALIA,**  
LICENSED  
**Bill Poster, Distributor,**  
And ADVERTISING SIGN PAINTER,  
Tin and Card Sign Tacking. 27 Montgomery St., Jersey City, N. J.

BRANCH OFFICES:  
Ave. D & W. 8th St. } Bayonne.  
461 Avenue D. }  
612 Railroad Ave., } W. Hoboken.  
Turn Hall, Union Hill.

### Distributors' Chat.

The Fischer Distributing Agency, of Omaha, Neb., put out during October, for one firm alone, 70,000 pieces of advertising. The senior member of this Agency is first vice-president of the I. A. of D.

J. A. Clough, of Chicago, has done Dr. N. C. Davis', Frankfort, Ind., work. As usual, he rendered entire satisfaction, and the agent expressed himself as pleased. Clough has gained a reputation as a conscientious and painstaking distributor.

Reports of careless and wasteful distribution of advertising matter continue to reach the officers of the International Association of Distributors from every section of the country. But we are proud to say that such work is not done by members of that Association, but by outsiders. Men—very often boys—whose sense of honest service for the pay received, render them entirely ineligible for membership in the above Association, even if qualified by age.

The membership of the International Association is rapidly increasing, and those charter members who have been so forgetful of the pledge they gave when making application for membership as to fall in arrears for their dues so as to jeopardize their connection with the organization, are certainly injuring their future prospects for business.

We have been authorized to say that all members of the International Association of Distributors who have or will receive a notice from first assistant secretary Harley, of Tiffin, Ohio, that they are more than one quarter in arrears for dues, and do not remit promptly, need not be surprised to find some other distributor received as a member from the delinquent's county. No organization can be run without money. To obtain work for members the association has to advertise, and advertising costs money.

The officers of the International Association of Distributors frequently receive letters from distributors seeking information in regard to that association, and asking how long will it probably be after they become members before they will be guaranteed work? We are authorized to say that the officers of the association do not guarantee to furnish work to members. No honest association can or will make any such guarantee. It is known, however, that many of the members are already making from \$12.00 to \$10.00 per week. Others write, wishing to join, and proposing that the officers send them work to pay for membership fee. Such propositions are impossible, for the same reasons as given above. The International Association seeks for membership none but

bona-fide distributors, who can furnish endorsements as to their trustworthiness. They are not seeking members simply to swell their numbers, but to build up an association that will command the respect and confidence of advertisers all over the country.

Don't put off until to-morrow that which you can do to-day, for then it may be too late. Join the I. A. of D. now, and benefit yourself as well as the association. One dollar and fifty cents will admit you to day, but it will not be very long before the membership fee will be increased to probably twice the amount.

The 15th of December, of this year, marks the first anniversary of the first organization of what is now known as the International Association of Distributors of North America. That was but a temporary organization, as the plan then adopted and promulgated was something new in distributing associations, and the scheme was placed before the public with much fear that the objects aimed at would fail for want of a proper appreciation.

And it is with no ordinary feeling of pleasurable satisfaction that we congratulate the officers and members of the International on the encouraging prospects for ultimate success of their object as they present themselves at the close of the first year of their existence as an association.

In felicitating you, however, on your prospects, allow us to remind you that your association is a business organization, and it will behoove you as business men, engaged in a business enterprise, to closely and clearly study your interest and duty from a business standpoint, remembering that to make a success of the Association you owe it to yourselves, as well as the public, that if you wish to gain the confidence of other business men you must merit their respect, which you assuredly will not do if you have not respect for yourselves.

The principles of your association have been commended by some of the most

prominent and extensive advertisers in the United States. You have been told, both by letter and in the public print, that "if your plan will insure the work to be thoroughly and honestly done, it will meet with the approval and support of the advertisers all over the country."

Such words as the above have no uncertain meaning. To gain the confidence of these large advertisers, you must gain their respect, and to gain that, you—each and every one of you—must have respect for yourselves; be true to your promises, and when work is given you to do, be certain to do it as directed—thoroughly and honestly.

Heretofore circular distributing has been a "grab" game. The local distributor, to a large extent, has been the victim of the city sharper, at the head of the so-called association. The former's environments, in many cases, prevented him from knowing how or where to procure distributing. In some instances that is the case to-day, and it remains with you to change it, and make yourselves, as an association, felt. But to accomplish your purpose it will be necessary that your membership be composed only of the very best material, men who, as members, will take a personal interest in the success of your organization, and whose pride should make them vigilant in the pursuit of that success, and the discharge of every duty.

There are many lines of merchandise which cannot be advertised successfully in any manner except by circularizing.

What does it profit the manufacturer to get a fine lot of distributing matter printed if it does not reach the consumer.

Many manufacturers labor under the delusion that druggists are distributors. Nothing could be further from the truth. The percentage of those that will even put the matter on their counters where customers can have an opportunity of helping themselves is as small that is not worth consideration.

The following firms are preparing to circularize different sections of the country on a large scale, viz: The Packer M'fg. Co., 81-83 Fulton St., New York.

The Beeman Chemical Co., Cleveland, O. Seely, Perfumer, Detroit, Mich.

Ed. Pinaud, 46 East 14th Street, New York City.

Riverside Manufacturing Co., Boston, Mass.

The Columbian Medicine Co., Akron, O. Warrick Freres, 252 Greenwich St., New York.

Arabian M'fg. Co., 1009 H Street, Washington, D. C.

R. W. Tansill Co., 1st Ave. and 38th St., New York.

The Nicholas Kuhnlen Co., Davenport, Iowa.

F. R. Arnold & Co., 56-58 Murray Street, New York City.

Kems M'fg. Co., 15 Chardon St., Boston, Mass.

N. K. Brown, Burlington, Vt. Tarrant & Co., New York City.

If a firm could buy up all the advertising space in any one issue of a magazine and utilize it exclusively for their own ad, they would then approach in some measure the efficacy of distributing their own matter from house to house. But think of the cost. Such a course would involve an outlay of five times the amount necessary to cover distribution through the association.

Never use distributing matter unless you distribute it.

The junk man and the rag dealer wax fat and prosperous on the profits which accrue from distributing matter which has not been distributed.

The cheapest item in the outlay involved in advertising with distributing matter is the amount you pay an honest and conscientious distributor.

The International Association of Distributors is tainted with the "one man to one town" idea. We would like to ask the members what business it is of the Association's how many men there are in a town, provided they pay their dues and perform their work honestly. We presume it is used as an inducement to acquire membership and probably proves as expedient at present as it will surely prove disastrous in the future.

A dry goods store recently displayed the following placard: "Fine stock of Kids. Assorted colors and sizes. Step in and examine them." How it happened no one knows, but the next morning the sign was seen fastened at the entrance of the orphan asylum around the corner. —Truth.

Romantic Miss—"Have there not been moments in your experience when life seemed full of unsatisfied wants?"  
Mr. Hardhead—"Yes, that's so!"  
Romantic Miss—"At such time I always fly to music for relief. What do you do, Mr. Hardhead?"  
Mr. Hardhead—"I advertise."—*Rehebeoth Sunday Herald*.

The Old Reliable.



JOHN CHAPMAN.

THE  
**JOHN CHAPMAN CO.**

LICENSED CITY AND SUBURBAN

**BILL POSTERS,**

**DISTRIBUTERS,**

**ART BULLETIN ADVERTISERS,**

PASTE MANUFACTURERS.

19 Longworth St., Telephone 2314.

**CINCINNATI, O.**

BILLBOARD ADVERTISING intends to lead all papers of its class in point of subscribers, and to that end offers the following unparallelled

List of Premiums.

- 10 cts. To anyone sending us 10 cents in stamps and the names and addresses of three sign writers, we will send BILLBOARD ADVERTISING for three months.
15 c's. To anyone sending us 15 cents and the names and addresses of three circular distributors, we will send BILLBOARD ADVERTISING for four months.
20 cts. To anyone sending us 20 cents and the names and addresses of six sign writers, we will send BILLBOARD ADVERTISING for five months.
25 cts. To anyone sending us 25 cents and the names and addresses of six circular distributors, we will send BILLBOARD ADVERTISING for six months.
30 cts. Anyone sending us 30 cents will receive for three months BILLBOARD ADVERTISING, 30 cts. A Donaldson Date Book, 25 "
40 cts. Anyone sending us 40 cents will receive for four months BILLBOARD ADVERTISING, 40 cts. A Donaldson Date Book, 25 "
50 cts. Anyone sending us 50 cents will receive a six months' subscription to BILLBOARD ADVERTISING and a copy of that superb picture, "La Golgotha," which alone sells for \$1.
75 cts. Anyone sending us 75 cents will receive a rubber stamp of his name and a three months subscription to BILLBOARD ADVERTISING. Write your autograph plainly in black ink on white paper and enclose with letter.
\$1.00 To anyone sending us \$1.00 we will send a year's subscription to BILLBOARD ADVERTISING, and a facsimile of their autograph and plate for printing. Write your autograph plainly in black ink on white paper and enclose with letter.
\$1.25 To anyone sending us \$1.25 we will send BILLBOARD ADVERTISING for one year, and in addition a year's subscription to that exceptionally bright Boston publication, "Profitable Advertising," which alone costs \$1.00. Here is an opportunity to secure two journals for but little more than the price of one.
\$1.50 To anyone sending us \$1.50 we will send for one year, each, BILLBOARD ADVERTISING, \$1.00 "Art in Advertising," 1.00 Total, \$2.00
\$1.75 To anyone sending us \$1.75 we will send for one year, each, BILLBOARD ADVERTISING, \$1.50 Munsey's Magazine, 2.00
\$2.00 To anyone sending us \$2.00, we will send for one year, BILLBOARD ADVERTISING, \$1.00 "Printers' Ink," 1.00 "Printer's Ink" is a weekly, devoted to advertising, chiefly newspaper advertising.
\$2.50 Anyone sending us \$2.50, we will send, for one year, each, BILLBOARD ADVERTISING, \$1.00 "Profitable Advertising," 1.00 "Art in Advertising," 1.00
\$3.00 Anyone sending us \$3.00 will receive, one year, BILLBOARD ADVERTISING, \$1.00 A copy of Donaldson Guide, 3.00
\$3.50 Anyone sending us \$3.50 will receive, one year, BILLBOARD ADVERTISING, \$1.00 A nine-inch Paste Brush, 3.25
\$4.00 Anyone sending us \$4.00 will receive, one year, BILLBOARD ADVERTISING, \$1.00 "Brains," 4.00 "Brains" is a weekly journal devoted to advertising and advertisers. It is at most valuable and useful publication.
\$4.50 Anyone sending us \$4.50 will receive, one year, BILLBOARD ADVERTISING, \$1.00 500 Letter Heads, 3.00 500 Envelopes, 3.25
\$5.00 This is a splendid opportunity to secure handsomely printed stationery at a merely nominal price. Anyone sending us \$5.00 will receive, one year, BILLBOARD ADVERTISING, \$1.00 The Donaldson Guide, 5.00 A nine-inch Paste Brush, 3.25

A PECULIAR CONTRACT.

Mr. W. H. Steinbrenner received the following contract from Geo. E. Mitchell, proprietor of the Novelty Plaster Works, of Lowell, Mass. The peculiarity of the contract lies in the fact that the letter, which accompanies it, is attached to the contract (pasted on the back of it), which fact makes it part and parcel of the agreement.

CONTRACT.

CONTRACT FOR DISTRIBUTING CIRCULARS FOR NOVELTY PLASTER WORKS, LOWELL, MASS.

Dated..... 1895
City of.....
Population.....

In consideration of..... dollars per thousand, I hereby agree to faithfully distribute..... circulars for the Novelty Plaster Works, of Lowell, Mass., according to instructions below, and guarantee that each circular shall be distributed according to directions, and that none shall be wasted or destroyed.

INSTRUCTIONS.

- 1. Leave only one circular for each family in every house.
2. Put the circulars right inside the house, either by going into the house, or putting them under the door.
3. Put only one circular in each farmer's wagon at the market or on the street.
4. Do not give away circulars to children.
5. After above rules are complied with, and any circulars are left, give them to people who come out of shops or mills, but only one circular to each person.
6. No other dealer must be allowed to advertise in any way on or within our circulars.
7. No other advertising matter must be distributed for any other parties while ours is being done.
8. When the work of distribution is completed, make out your bill, and have endorsed on it that work has been well done, mail the bill to us, and we will remit cashiers' check by return mail.
This contract may be cancelled at any time that the Novelty Plaster Works find the work is not being properly done.
I have carefully read the above instructions, and agree to perform the work of distribution in accordance with the same.

Signed..... Bill Poster or Advertising Agent.
No written or verbal conditions will be allowed which are not set forth herein.
I agree to pay the above named sum for distribution, as per section 8 of instructions.
Sole Proprietor of Novelty Plaster Works, at Lowell, Mass.

LETTER.

DEAR SIR:—Your favor of your offer for distribution of circulars is at hand, and contents noted. I am aware that bill posters as a rule are hard to find, those that are honest, and do not waste one thousand in seven. Nearly all over the United States the bill posters union prices seem to be \$1.50 per M. I will accept your proposition, pay your price, send the quantity of circulars you desire, if you will accept my contract, which will be this:—When your work is done, I shall write to a number of citizens in each town where such work was done; when their answers come, if over one-half of those answers are in your favor, stating that your work was well done, then you will immediately get your pay. If it's the other way, one letter over half, saying to the contrary that it was not well done, then you won't get a cent, for the transportation of advertising matter and its cost, is as much as I can afford to lose. These letters will be addressed to citizens of your own state, and not to Massachusetts Yankees, and on their verdict of how your work is done, depends your fate. No honest, faithful man ever objects to being watched, but on the contrary, if honest, and he does as he represents he will do, he will court the watching for proof of his assertion.
I enclose you a voucher to sign and return if you accept my proposition. In each town you distribute, you must get one to three signers to each voucher, that your work was well done. According to size of town will depend the number of signers to the voucher. If you want my work to distribute the circulars, like sample enclosed, on these terms, on receipt of an answer from you, they shall be forwarded at once. If you do not accept my terms, then that's conclusive evidence that you neither have confidence in your own honesty and ability to perform what you advertise. You have solicited my work by sending me the announcement. Bear in mind, I am paying you your own prices and sending you the quantity of circulars you ask for, but what I desire is the work faithfully done, and my chance to prove by your own citizens your honesty or your dishonesty.
Truly yours,
GEO. E. MITCHELL.

DEAR SIR:—Your circular letter of Oct. 18, with blank contract attached, is before me. It interests me greatly, and if my letter, out of the great mass of your correspondence, should chance to attract your attention, and obtain your consideration, I would greatly appreciate some further information.
I take it that the conditions imposed are merely a means to an end, in other words, that you utilize them merely to accentuate the necessity of careful and conscientious work on the part of the distributor.
You must needs write the letters of investigation, however, for you expressly state that you do, and I have a most lively curiosity in regard to the results. If these letters are addressed to the endorser which appear upon the distributor's bill, I can readily understand that each and every bill is favorably audited, but I must confess that I fall utterly to comprehend how this would satisfy you that your work had been well done. If, on the contrary, you select addresses at random from the mercantile agency books and directories, I am equally curious to know how many reply at all, and what percentage of the replies received betray any knowledge of the matter.
If, out of every 1000 circulars put out, you impress 500 people sufficiently to make them remember the article advertised, or the firm advertising it, for a week after the distribution has taken place, it would seem that the possibility of this class of advertising matter are absolutely boundless.
Very few reliable distributors have as great faith in the efficacy of distributing matter as your circular letter implies that you possess, and not a few are uncharitable enough to contend that the conditions are imposed, not so much from a desire to check results as to evade payment.
As solicitor and general agent of the International Association of Distributors, I am keenly interested in all questions and discussions of this nature. We have found it best to select honest and honorable men, whose standing in the community in which they live is above reproach. Advertising matter placed in their hands is always well and honestly handled.
If the plan you are now following does not bring you satisfactory results, I would like to show you what our members can do for you. Hoping to be favored with your early reply, I remain, yours respectfully,
W. H. STEINBRENNER,
Gen'l. Agt. Int'l Ass'n of Distributors.

In reply to this letter Mr. Steinbrenner received the following from Mr. Mitchell:
LOWELL, MASS., Oct. 29, 1895.
MR. W. H. STEINBRENNER,
311 Vine Street, Cincinnati, O.
Dear Sir:—Your favor of the 23d inst. at hand, and noted. To explain my circular, I mail you some correspondence of G. W. Jackson, who, when I mailed one of my circulars to him, to my utter astonishment, he not only signed it at \$1.00 per M, but said "no sales, no pay," and before he was half done distributing I got an order from Wilmington double the amount of cost to distribute, and I will do Cincinnati through you, the same way. If your work is done as you state, you take no chances at all. Return his letters, at once, when read.
My letters to my inquiries, as a rule, are all answered, and that promptly. Why? I enclose a stamped two-cent envelope for an answer, and I also enclose just such ads as was put out by the bill poster, so no error can occur, and I find my rule, or way of doing to find out, works like a charm.
No, you bet, I do nothing by guess, as a goose flies by moonlight, but with such a system tells the story who does well and who does not, and all on G. W. Jackson gave such overwhelming evidence of faithful work, that not one letter was against him and the fruit borne me was such as to please me. In Indianapolis, the Kiser, Tomlinson Co.'s letters were nine-tenths against them, and work did me no good and bore me no good fruit, as I had anticipated by the letters. Truth always bears its weight. I hope now you fully understand my rules.
NOVELTY PLASTER WORKS, Lowell, Mass.

It is needless to say that Mr. Steinbrenner did not consider the explanation satisfactory. The correspondence is printed herewith for the benefit of distributors, who are advised that in signing any such agreement they practically make Mr. Mitchell the sole arbiter of the situation.
He agrees to pay upon certain absurd conditions, and can pay or not, as he chooses. It is ridiculous to suppose that a man is going to remember receiving a circular ten days or two weeks after it has been placed in his hands. Even the infinitely small proportion who might remember the circumstance, would not be able to call to mind whose circular it was or what it advertised, although the circular had performed its mission thoroughly and left an impression on their minds that will bear fruit the next time they have occasion to use or buy the particular article exploited.
We do not believe Mr. Mitchell would have to pay one distributor in one thousand and under the system he pursues.
We would like to hear from distributors who have served him.
Undertaker (to dying editor)—What epitaph shall we place on your tombstone?
Editor (feebly)—We are here to stay.—Allan's Constitution.

DISSOLVED THE FIRM OF BENNETT & MURRAY, OF PORT HURON, MICH. Have this 10th day of October, 1895, dissolved partnership, R. J. Murray retiring. L. T. Bennett will continue the business under the name of THE BENNETT BILL POSTING CO. City Bill Posters and Distributors. Address all communications to LEWIS T. BENNETT, Manager. Reference: Any bank or responsible business house in the city. Members Michigan State Bill Posters' Association. When you write, mention Billboard Advertising.

GEO. ROBINSON, CITY BILL POSTER AND R. R. ADVERTISING AGENT FOR Dallas and Ft. Worth, Texas. Main Office, Trust Co. Building, Dallas. Ft. Worth Office, Opera House, Ft. Worth.

Newspapers and Periodicals.

Every practical newspaper man in the country should read BILLBOARD ADVERTISING. It will contribute largely toward the success of his business if he does. Newspaper making is essentially a business, and the advertising department of it is of twice the importance that obtains in ordinary mercantile houses. The newspaper man needs to study advertising in order to obtain it, and in order to handle it when he has succeeded in obtaining it. Then, too, there is a chance that the possibility of developing and extending his own business may strike him during his course of study.

BILLBOARD ADVERTISING is not inimicable to publishers as is popularly supposed; on the contrary, we have a very lively appreciation of the benefits and value of this class of advertising. We do believe, however, that there are other avenues of publicity open to business men which in some instances bring as good, and in others, better, returns than those yielded by space in publications. We are fully aware, too, that in a great many cases that newspapers and periodicals are the only mediums that can be profitably employed.

Give the churches, lodges and clubs a write-up once a year. Exercise great care in its preparation; give the history, progress and membership, or at least the prominent members. While nominally a good ad for the recipient, it is in reality a much better ad for you, and invariably results in subscription and advertising patronage.

Always note the prosperity of your advertisers. Mention every improvement, expansion, new departure, and every evidence of prosperity.

Tell your readers about every advertising success you come across. BILLBOARD ADVERTISING is full of such stories. That's the reason newspaper men should put it on their exchange lists.

Newspapers who give value received to their advertisers, ought to extend their unqualified endorsement to BILLBOARD ADVERTISING. It is only the liar and "skin" that arrays his columns against us.

A Fast Press.

Hoe & Co. have undertaken to build for the New York Herald the fastest printing press in the world. The speed and capacity of this press are estimated at ninety thousand four or six-page papers per hour, which is at the rate of twenty-five per second; seventy thousand ten or twelve-page papers; thirty-six thousand sixteen page papers; or twenty-four thousand twenty-four page papers per hour. All of these papers will be delivered from the machine complete—cut, pasted and folded.

"Profitable Advertising."

We learn that the above magazine has been purchased outright by Kate E. Griswold, editor of the same, and the office removed from 45 Milk street to 13 School street, Boston.

This change means that this valuable magazine is to be placed on a more independent and broader basis. Bringing to its management, as she will, a thorough experience and sound judgment to make the journal a success, we bespeak for her the hearty support of all who are interested in the future of such a medium as Profitable Advertising.

The Tread-mill Step.

Advertisers Guide: The Messenger, Stoughton, Mass., announces that in future all t. f. orders will be accepted at yearly rates. This is as it should be, and only one step behind the goal a publisher should aim at—no discount for time and space.—Newspaperdom.

No man wants to lie; but what else can the publisher with a small circulation do?—L. A. W. Bulletin and good roads.

Advertise the paper in dull times as well as in busy seasons. It not only keeps up your circulation, but sets a splendid example for your advertisers.

Newspapers should advertise for circulation in other newspapers, but they don't. They have too lively an appreciation of the value of posters.

No line of business has so many poor, parsimonious advertisers as newspaperdom.

An advertiser's calm, careful and deliberate analysis of what makes any particular newspaper valuable, will often open the eyes of the publisher, and allow him to see his paper as others see it.

Newspapers should advertise for advertising in publications that reach the advertiser.

BILLBOARD ADVERTISING is a much-prized visitor at most printing offices.

Advertising the Job Department.

Sing Sing (N. Y.) Register: It is very seldom we have a chance to say anything about our job-printing department in these columns—get crowded out when we want to talk shop; sometimes by locals, and then it is too much politics, or again other people's advertisements. We don't want to tell you in the old-time printer's parlance that we do "everything from a visiting card to a poster"; every type-sticking shop does that, but we do want to impress upon your mind that when you need a piece of work that will look as if it had been put together with some idea of the eternal fitness of things, that will suggest taste on the part of him that had the work done as well as mechanical ability on the part of the workman, this office is the only place in this town in which it can be done. The "printing" done elsewhere in this village is a disgrace, and is justly pointed at with ridicule by printers of backwoods printing offices.

THE PASSING OF THE EDITOR.

The past twenty years have marked a steady decline in the editorial influence of newspapers. The public has come to regard the deductions made and the conclusions reached in such mad haste, as possessed of little or no value. It knows full well that few, if any, men can read, digest, and then discourse with any degree of depth or accuracy upon the cause and effect of current events in the short space of time allotted the editor. Then too, the busy man does not want editorials. He wants the news, and Madam, if she has leisure, usually prefers to draw her own conclusions and deductions.

Managers of newspapers realize this more fully from day to day, and as a consequence, the space allotted the editor has dwindled, until, in the more popular papers, it is little more than a mere corner. The time is not far distant when editorials and resumes will be entirely relegated to weekly and monthly publications, where they rightfully belong.

JOKELETS.

What we shall see next?—Life.
And He Makes Music, Too.—The man who runs a partisan country paper and prints it on a hand press may not be an Italian, but he owns a hand-organ all right enough.—St. Joseph Daily News.
Jaysmith—I'm going to sue the Howler for libel! It called me a thief.
McWatty—But papers are allowed to print the news, you know.
Jaysmith—But that isn't news.
McWatty—True enough. Everybody knows it now.—Judge.
The Prohibition editors who were recently in session at Chicago unanimously resolved that their papers were not read enough. If it's any consolation to those gentlemen there's a whole army of editors who succumb to the influences of the seductive cocktail, who are of the same opinion.—St. Joseph Daily News.
Forced To It.—Reporter: You know Miss Bilter, who writes poetry for the newspapers? I tried to interview her the other day, but she wouldn't let me. She said I could get a better idea of her from her work.
Editor—What did you do about it?
Reporter—What could I do? I had to read her poetry.—Pack.
BEGIN 1896 with bright confidential "Ed. Copy." It pays. Politics to suit, Booklet and "points" sent Editors and publishers only. G. T. Hammond, Newport, R. I.



HE WINS THE GOLD MEDAL.

The portrait of Mr. Andrew Nirschel, which accompanies this article, is an excellent likeness of the young man who is, as far as we know, the swiftest bill poster in the world.

Mr. Nirschel is the winner, over ninety-seven competitors, of the "Billboard Advertising Gold Medal" offered for the best time made on a 6x4 stand. The letter which follows is convincing proof, and we do not think that the supremacy of Mr. Nirschel will soon be disputed.

Buffalo, N. Y., November 22, 1895.
EDITOR BILLBOARD ADVERTISING, Cincinnati, Ohio:

Dear Sir—We desire to submit, on behalf of Mr. Andrew Nirschel, an employee of ours, the following facts in relation to the bill posters' contest:
Mr. Nirschel hung a twenty-four-sheet stand of "Shore Acres" paper, and according to conditions published in your paper, in four minutes and fifteen seconds (4:15). This was done October 26th, in the presence of C. F. Filbrick, W. J. Ferris and Martin Connors, all of this city. The stand was hung at the corner of Wells and Carroll streets, and, when finished, would stand a most careful inspection; the conditions were favorable. The time-keeper was C. F. Filbrick.
Yours very truly,
WHITMIER & FILBRICK.

In support of the above stated time, I desire to say that the same is true. C. F. FILBRICK. Sworn to before me this 22d day of November, 1895. R. B. CAMP, Notary Public, In and for Erie Co., N. Y.

M. H. HUDSON, Sec'y and Treas. A. B. HUDSON, Mgr. KANSAS CITY BILL POSTING -AND- ADVERTISING COMPANY, KANSAS CITY, MO. -OFFICE, MUSIC HALL, 9TH AND BROADWAY, - Only Licensed Bill Posters in the City. Also Argentine, Armourdale and Kansas City, Kas.





The Miracles of the Past foreshadow the Miracles of the Future.

### THE MIRACLES OF THE PAST FORESHADOW THE MIRACLES OF THE FUTURE.

The shrewdest National Advertisers Write Messages on the Wall for all the World to See.

There is nothing new under the sun! Our noblest achievements in the Arts and Sciences have their root far back beyond the twilight of fable. We are merely prudent but inevitable heirs of all the countless ages gone before, making good use of our inheritance. Even display advertising in its most magnificent expression, boasts an exalted origin and antiquity. The proudest royal houses are but of yesterday when compared with it. Before the Saxon had set foot in Britain, when the Frank had passed the Rhine, when Grecian eloquence still flourished in Antioch, when idols were still worshipped in the Temple of Mecca, when the smoke of sacrifice rose from the Pantheon, and when camelopards and tigers bounded in the Flavian Amphitheatre; before Caesar, before Cyrus, before Moses; even further backward into the remotest mists of ages must be sought the first beginnings of the greatest of all methods of advertising—display advertising.

When the Almighty Himself, wrote with His awful finger, His promise of hope to Noah and his posterity, and spanned the sky with "The Rainbow based on ocean," He impressed on high a conspicuous lesson of His power and His purposes, and later, when He hurled judgment and prophecy at the impious Belshazzar and the banqueters, He emblazoned "Mene, Mene, Tekel, Upharsin," on the wall, words that scorched their terror and mystery even into the hearts of half-fuddled revelers.

And later still, in the revolving cycles, the reverential Constantine, looking up to the Heavens, beheld in the flaming Cross and its legend, "En Touto Nika—In Hoc Signo Vincas," the inspiring symbol of a glorious victory.

And, be it said in all reverence, this

was advertising—communicating, making known; and as in Science and Art, Mechanics and Machinery, the highest perfection is attained by studying and imitating Nature, her laws, her processes, her devices, so in advertising, the highest perfection is to be reached by imitating the best models of whatever kind, wherever attainable, in all the universe. And, herein lies the germ of a thought, and it is no more irreverent than chloroform-anæsthesia, the rapid transit by steam or electricity, than artificial diamonds, than lightning rods, cork legs, glass eyes or wigs, or any invention that minimizes the inherent defects of our common humanity.

Notwithstanding the brilliant results derived from the advertising methods of the past, we hope to see the time when bill posting, display advertising, instead of using linear leagues of illuminated chromato-lithographic letters and pictures on the walls and fences of Philadelphia and surrounding country, will project into space its shimmering, glimmering proclamations to the public, utilizing square miles of the expansive heavens for its billboard. Night or day will make no difference to the perfected machinery of this advanced method of display advertising which will also embroider and spangle with stars the humblest advertisement; or, for greater conspicuousness, cause it to blaze with the dazzling brilliancy of countless comets made to order at the lowest possible rates.

This may seem flippant, frivolous, jocular, sportive, irreverent, but it is not. It is only an imitation of Nature, a utilization of natural physical forces and energies in a legitimate field, and every such imitation is an act of homage, piety, devotion, religion. Ergo, what a Sunday-school this wicked world really is when you scrutinize its inhabitants, what paragons of virtue we are! Canonization is, alas, too rare! For look you, that delicate blush on the cheek of beauty, and eke those masquerading, hide and seek, fugacious, elusive dimples are prayers; that

smirk is not coquetry, but a litany; that Delsartian gait of sinuous willowness is not an affectation, but a benediction.

Therefore, when we cast upward our longing gaze upon the sky and behold therein our future billboards, do not be shocked, exclaiming "Post No Bills!" In doing so we shall only endeavor to imitate and rival the best models of all time. It has not been done before, because we could not get there. The rocks and hills and mountains are labeled everywhere, and why not the sky, where the first and greatest "display ad" has been spread aloft for our wonderment and imitation?

Not sixty years ago, when chloroform first began to be used to dull and kill the pains of flesh, it was called unscriptural, irreverent, sacrilegious.

When Benjamin Franklin, the great philosopher, drew the forked lightning from the sky, over a hundred years ago, he, too, was called an unholy violator of forbidden mysteries.

To throw a new light across the sky, both day and night, proclaiming a message of business to the world, is not irreverent, but progress, and in doing this we shall say, with Lord Byron:

"My altars are the mountains and the ocean,  
earth, air and stars, \* \* \* \* \*  
Some kinder casuists are pleased to say,  
In nameless print, that I have no devotion.  
But set those persons down with me to pray  
And you shall see who has the prop'rst notion  
Of getting into heaven the shortest way."

Art and Science have done much for humanity in the years gone by, they have worked miracles of achievement, they have leveled mountains of impossibilities and they will yet emblazon the wide expanse of heaven, from pole to pole, with the most consummate specimens of display advertising. Their possibilities are limitless and dazzle even the most extravagant imagination. And who can say, with the light of all the past to inspire hope, that these extravagant fancies are but the "baseless fabric of a vision?"

S. H. ROBISON.

### PASTE OR MUCILAGE.

Our article in last month's issue on "Paste" has created considerable interest, and having been brought under the notice of the "Gloy" Company, they have waited on us desirous of impressing us with the value of their article as a substitute for paste, and being, for all practical purposes, superior to it. Their representations are certainly very interesting, and are such as to at least warrant careful inquiry and exhaustive test. The virtues claimed for Gloy or Mucilage are so numerous, as to warrant the query as to whether paste or mucilage is to be the stickfast of the future.

It is claimed for mucilage that its adhesive properties far exceed those of paste, hence it is not affected by the weather as paste is; that the rays of the sun, the swish of the wind, or the disintegrating process of frost, are all far better withstood by it, than by paste. If this is true, then it is obvious that there is a great saving of labour, because renewals will be less frequently required.

It is also claimed for it, that it is a neutral product, and does not in any way affect colours, except to improve them; it is even used largely as a substitute for gum for colour mixing, and brightens the intensity of some colours, acting upon them as a kind of varnish.

Further, it is said to be free from any odour, does not generate mildew, or turn acid, and being homogenous it will never decompose. Unlike paste, it is not an aggregation of minute particles, subject to disintegrating processes by the action of air and weather, but a cohesive substance, quite undivisible, and this is said to be the secret of its tenacity. It requires no boiling, no hot water, but, if carefully diluted with from four or five parts of cold water, the cost is believed to be less than that of paste; it requires also some care in using, inasmuch as being so strong in adhesive qualities it causes the paper to at once adhere to the hoarding or wall, and it will not slip under the brush so readily as bills laden with paste will, but this can be easily overcome with a little practice.

We interviewed one prominent Scotch firm who for years past have used Gloy as a substitute for paste, and they speak of it in high terms. The Partington Advertising Company, London, also permit us to quote their experience of its utility, and their opinion is as follows:

"We beg to state, that after a six weeks' trial we found it so satisfactory that we placed a further order for fourteen tons. We now use it exclusively for all our street bill-posting work, and have done so for the last three months."

We know other firms have placed a trial order, and we shall be glad to learn what their experience with regard to it is. Our columns will be open for free expressions of opinion on the topic.—The Bill Poster, London.

### EXPERT AD WRITERS.

Advertisements under this head are inserted free if set in nonpareil. One dollar per annum in solid just type, and twenty-five cents per line for display ad not exceeding six lines in size.

Archer, Addison, 706 Girard Bldg., Philadelphia, Pa.  
Archibald, David B., 73 Nassau st., New York City, N. Y.  
Ascherfeld, Havre-de-grace, Md.  
Bagley, F. B., 212 South 15th st., Philadelphia, Pa.  
Ball, Burt, 314 Union Trust Bldg., St. Louis, Mo.  
Bates, Charles Austin, 1413-1415 Vanderbilt Bldg., New York, N. Y.  
Barless, C. J., Rose, N. Y.  
Bowman, Margie, Boston, Mass.  
Brown, H. P., Paulsboro, N. J.  
Brett, 132 Nassau st., New York, N. Y.  
Carleton, R. S., New Haven, Conn.  
Clough, C. H., Penn Ave. and Fifth Street, Pittsburgh, Pa.  
Coffrain, L. D., Adams & Co., Buffalo, N. Y.  
Cohen, O., 335 Forest Ave., New York, N. Y.  
Crawford, O. W., Advertising Manager, Masonic Temple, Chicago, Ills.  
Curran R. L., 111 West 34th Street, New York, N. Y.  
David, C. F., 67 Milk st., Boston, Mass.  
Day, Chas. H., Whitneyville, Conn.  
Decker, F. W., 155 Chambers st., Newburgh, N. Y.  
Dixey, Wolstan, 85 World Building, New York, N. Y.  
Fairbanks, W. L., Box 857, Philadelphia, Pa.  
Fowler, Nath. C., Tribune Building, New York, N. Y.  
Fowler, Frank Field, 13 School st., Boston, Mass.  
Gillam, Manley L., Hilton, Hughes & Co., New York, N. Y.  
Herren, Jno. W., Norwich, Conn.  
Holmes, Henry, 17 Beekman st., New York, N. Y.  
Lewis, W. H., 111 Prospect Ave., Buffalo, F. Y.  
Long, Jas R., 418 Fifth St., N. E., Washington, D. C.  
Manning, Ulyses G., South Bend, Ind.  
Marsh, Chas. H., 915 Chamber of Commerce, Chicago, Ills.  
Marston, Geo W., Portsmouth, N. H.  
Mathews & Lewis, 501 Main st., Kansas City, Mo.  
Moses, Bert M., Box 283, Brooklyn, N. Y.  
Patterson, Will J., 425 1/2 W. Third St., Los Angeles, Cal.  
Paine, A. W., Traverse City, Mich.  
Payne, Theo. E., 2519 Master st., Philadelphia, Pa.  
Scarboro, Jed., 48 Arbuttle Bldg., Brooklyn, N. Y.  
Smith, E. L., Codman Bldg., Boston, Mass.  
Smith, F. M. C., Equitable Bldg., Baltimore, Md.  
Smith, Chas. Hite, Knoxville, Tenn.  
Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C.  
Spencer, C. H., Advocate Bldg., Newark, Ohio.  
Stewart, W. C., 414 Elm Ave., Philadelphia, Pa.  
Stump, Frank V., Goshen, Ind.  
Subers, J. H., 4 New Chambers st., New York, N. Y.  
Wady, Clifton S., Room 81, No. 27 School Street, Boston, Mass.  
Ward, Artemas, Lincoln Building, Union Square, New York.  
Wasson, J. B., 270 W. 35th St., New York, N. Y.  
Wheatley, E. A., Effective Advertising, N. Y. Life Bldg., New York, N. Y.  
Wilder & Co., 621 Market st., San Francisco, Cal.  
Williams, R. L., Loan & Trust Building, Washington, D. C.  
Winchester, H. Frank, 162 Ashford st. Brooklyn, N. Y.  
Woolfolk, Chas. A., 446 W. Main St., Louisville, Ky.  
The News Press, 114 Nassau st., New York City, N. Y.

### Ad Writers.

As a successful advertiser, Charles H. Day, of Whitneyville, Conn., is not without his claims. Mr. Day was for some years with the late Adam Forepaugh, and at present with the Kickapoo Indian Medicine Co., of New Haven, Conn. Any one needing the services of a competent ad-writer can address him at either of the above places, with the assurance of receiving satisfaction.

James R. Long, Writer of Advertising, Washington, D. C., is out in a booklet entitled "Common Cents," that contains many bright ideas for almost every legitimate calling to attract trade. There is a succession of suggestive hints that will make it a valuable assistant to the advertiser.

We observe that Frank Field Fowler, of 13 School street, Boston, has succeeded Mr. Field Fowler as "The Inksmith," and has issued an exceedingly neat as well as unique circular calling attention to his specialty as an ad-writer, and the New England Advertising Agency, of which he is manager and treasurer.

Profitable Advertising publishes a portrait and sketch of A. D. McKinney, in the November issue.

L. E. Pullen now occupies the position of advertising manager of J. C. Ayer & Co., of Lowell, Mass.

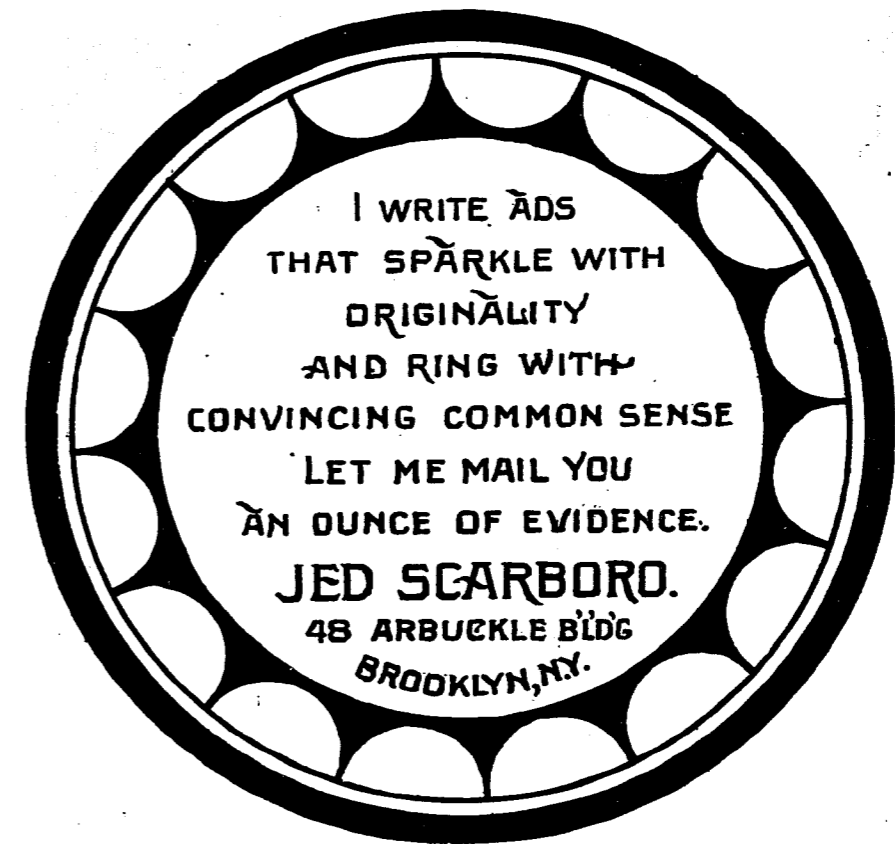
Artemas Ward, the man that made "Sapolio." What more can one say for Fame than that he conducts it.

F. L. Hund, who is advertising manager for H. G. Hunnewell, Cincinnati, is planning a vigorous campaign for the coming spring. Silicene and Shine-all will soon be known all over the country. Mr. Hund is a great believer in the efficacy of posters and painted bulletins.

Chas. Austin Bates and Nath'l C. Fower, Jr., come near, very near, being advertisers.

The Star Advertising Bureau consists of W. A. Hungerford, Geo. W. Miller and C. C. Archibald.

G. C. Earle's address is No. 6 South Tenth street, Richmond, Va.



MILES OF BILLBOARDS.

OCEANS OF PASTE.

MOUNTAINS OF WORK. WHY?

We get up early in the day. We do our work right! That's why.

GROMAN BILL POSTING AND DISTRIBUTING CO.

BETHLEHEM, PA.

### OVER TWO TONS OF POSTER INKS

Sold from the Chicago Branch of the THALMAN PRINTING INK CO. During the month of October.

### CHAS. A. PACE,

CIRCULARS, SAMPLES AND ALL ADVERTISING MATTER FAITHFULLY DISTRIBUTED.

Fall River, Bristol Co., Mass.

WE have the names of agents for sale that cost us \$1600.00 to obtain. All gathered for our own special use. Will sell a written copy in any State. If you are a publisher, and ever mail any sample copies, our Agents' Addresses would be as good names as you could possibly find to use. Address,

E. J. SMEAD & CO.,  
Electric Belt Dealers,  
Vineland, New Jersey.

### I Must Attract Attention

1. to advertisers who want a good field to place advertising paraphernalia, circulars, samples, etc. I convince them I do honest work before starting.

### Let Me

2. Write you a trial advertisement for 50c. If mine are not more effective than yours, send for your money. I write little verse and catch lines for advertisers. They will fit any ad. you are running and stimulate them. A trial one 10c., 3 for 25c. Always give a few ideas and remit in coin.

JAMES R. LONG,  
Manager Bus. Ad. Co.,  
418 5th St., N. E., Washington, D. C.

### Ottawa, Kansas.

L. HASHMAN,  
City Bill Poster and Distributor.

### Mattapan, Boston, Mass.

Advertisers send your work to DANIEL L. CUSHING, 108 River St. It will be done right.

### DAVE WOLERSTEIN, THE BILL POSTER, YAZOO CITY, MISS.

Population of County, 35,000.

### DISTRIBUTING PROPERLY.

L. A. ANDERSON,  
1102 HANGER ST.  
Little Rock, Pulaski County, Ark.

### E. J. KEMPF, BILL POSTER AND DISTRIBUTOR.

731 Pennsylvania Ave. Sheboygan, Wis.  
Population, 21,130. 1,600 Feet of Bill Boards.

### Ardmore, Ind. Ter.

I Paint, Post, Tack, Distribute My Boards are New. My Locations are Prominent.

### W. R. BURNITT.

THE BEST IN THE WORLD!  
Is what all the Pressmen say who use THALMAN'S INKS.

Chicago Office, 415 Dearborn St.  
St. Louis Office, 210 Olive St.

ONE MAN in each town can make money Painting Signs. No Experience required. Our Patterns do the Work. Sample letters 10 cents, with full particulars.

Eastern Advertising and Letter Co.  
D. W. Scofield, Mgr.  
L. B. 14. RIDGFIELD, CONN.  
N. B.—Also Distributing and Mailing Agency.

Printing House Gossip.

The printer needs the services of the advertising expert, and if they will but work together harmoniously, both are benefited.

The foreman of every printing office should insist on his ad-setting men reading BILLBOARD ADVERTISING, Fame, Brains, Printers' Ink, Art in Advertising and Profitable Advertising.

Poster printers ought to make bonfire about this time of year out of all their old wood type. If your type is worn out don't keep it on the shelves where it occupies valuable room,

Mr. E. C. Neele, manager of the Show Printing Department the United States Printing Co. (Russell & Morgan Factories) is one of the best known show printers in the country.

Good Printing.

A knowledge of the "principles of design" are as essential to the printer as they are to the painter and sculptor. Without this knowledge his work must be of an ordinary quality, with perhaps an occasional lucky hit; or if by chance he should find a pleasing style and adopt it he will fall into a "rut" and display a sameness about all his work, because he does not realize the "principles" involved in the successful design, and consequently dares not attempt to vary his style for fear of failure.

One of the most important "principles" to be observed in a piece of printing is that of balance and while it might at first thought be supposed a simple matter, it must be borne in mind that almost all printing is issued as an advertisement and that the essentials of good display must not be sacrificed for artistic effect merely.

At the present day much time and money is spent in the writing of circulars, booklets and catalogues, and in order that the results shall be a success the matter must be put before the prospective reader in such form as to command his attention by its pleasing and impressive appearance.

I saw a booklet recently issued by a prominent furniture house in this city, that is a good example of how money can be squandered in advertising. It was evidently written by an expert—and well written; but the printing was a failure of the worst kind; the arrangement of the type was bad; the presswork worse, if possible; the paper was common; and there was not a single feature about the whole job that would induce anyone even to handle it.

THE LEADING SHOW PRINTERS... THE AULT & WIBORG CO'S POSTER INKS... ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI-NEW YORK-CHICAGO

THE UNITED STATES PRINTING COMPANY. Russell & Morgan Factories LITHOGRAPHERS, and GENERAL SHOW PRINTERS, Carry the largest line of Circus and Menagerial Stock Pictorials in the world. LOW PRICES. PROMPT DELIVERY. Fifth and Lock Streets, CINCINNATI, OHIO.

ROOSEN INK WORKS, 66-68 JOHN STREET, BROOKLYN, N. Y. MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

Enlarged Edition. MODERNIZED ADVERTISING. The third edition of MODERNIZED ADVERTISING will be published on a larger scale containing additional designs, all of which are modern and up-to-date. All Advertisers. Designed, illustrated, engraved and published under the sole supervision of BINNER. The Illustrator, Engraver, who conducts the most complete engraving establishment in America. Enlarged Edition sent only on receipt of 10 cts. postage. BINNER, Chicago

THALMANN'S Printing Ink —IS THE BEST —IN THE WORLD —FOR THE MONEY. BRANCH OFFICE, 415 DEARBORN ST. CHICAGO.

ARE YOU A STOCKHOLDER? OR IN ANY WAY CONNECTED WITH A STOCK COMPANY? If so, you should possess a copy of GOODWIN'S IMPROVED BOOK-KEEPING AND BUSINESS MANUAL. This book contains 292 pages, 24 of which are devoted to the book-keeping of stock companies, explaining at length how the books of such are opened and closed, and describing in detail many other peculiarities appertaining especially to this class of business concerns, such as working capital, contingencies, dividends, bonds, mortgages, instalments, "commission," plant, surplus fund, cancelled certificates, assignment of shares, annual reports, exaggerated assets, limit of capital, treasury stock, transferors, liabilities of stockholders, patent right purchased and paid for in stock, partnership books changed to stock company books, capital stock increased and stock dividend declared, capital stock decreased, various statutory forms and the following forms, both illustrated and explained: Subscription Book, Certificate Book, Transfer Book, Dividend Book, and a new form of Stock Ledger. "Your book far surpasses my expectations, containing as it does so much valuable information." CHAS. W. SIMMONS, with the Standard Oil Company, Cleveland, Ohio. 45,795 copies sold; 4,437 testimonials. Price, \$3. (Sent, if desired, upon receipt of price.) This book is not a luxury, but a necessity—particularly to the progressive. It leads directly to money-making and money-saving. SAVE THIS advertisement, and send for a descriptive pamphlet or for the book. Address all orders exactly as follows: J. H. GOODWIN, Room 52, 1215 Broadway, New York.

POSTER PRINTERS Advertisements under this head are printed free of charge in nonpareil. In bold face type two dollars per year. Display advertisements (not exceeding seven lines, twenty-five cents per line. Advertisements amounting to one dollar and over include a year's subscription, free. Rien, Julius & Co., 140 6th ave. New York Boston Job Printing Co., 4 Alden, Boston Mass Brooklyn Daily Eagle Job Printing Co., Brooklyn Budget Show Print., Box 38, Elmira, N. Y. Calhoun Printing Co., Hartford, Conn Calvert Litho Co., Detroit, Mich Cameron Show Printing Co., 57 Ann, New York Central City Show Printing Co., Jackson, Mich Central Litho and Eng Co., 140 6th ave, New York Courier Show Printing Co., 143 Monroe, Chicago Correspondent Show Printing Co., Piqua, Ohio Courier Printing Co., Brantford, Ontario Courier-Journal Job Rooms, Louisville, Ky. Courier Show Printing Co., Buffalo, N. Y. Cox's Sons, John, Gay and Pruitt, Baltimore The Donaldson Litho. Co., Cin'ti, Eichner & Co., Baltimore Empire Show Printing Co., 73-75 Plymouth Place, Chicago Enterprise Show Print., Cleveland, O. Erie Show Printing Co., Erie, Pa Forbes' Litho Co., 181 Devonshire, Boston Francis & Valentine, 517 Clay, San Francisco Free Press Sh-w Print., Detroit. Fox, Richard K., Franklin and Dover, New York Gribler Litho Co., Chicago Gillin Show Print, 132 West 14th, New York Goes Litho Co., 140 Monroe, Chicago Great Western Printing Co., 511 Market, St Louis Greve Litho Co., The, Milwaukee, Wis Haber, P. W., Fond-du-lac, Wis Hasselmann Printing Co., Indianapolis, Ind Hatch, C. R. & H. H., Nashville, Tenn Hennegan & Co., Cincinnati, Ohio Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O Ledger Job Office, 605 Sanson, Philadelphia Libble Show Print. Boston, Mass. Lick Show Print, Fort Smith, Ark Lieber & Mass., 224 Centre, New York Maubertre's Printing House, New Orleans, La. Metropolitan Printing Co., 222 W. 26th, New York Miner Litho Co. The H. C. 244 west 14th st. New York Mitchell, Chas., Ottawa, Ont., Canada Morgan, W. J. & Co., St. Clair, Cleveland Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago Orcutt Litho. Co., Chicago Pioneer Printing Co., 214 Jefferson, Seattle, Wash Planet Show Print, Chatham, Ont., Canada Richardson & Fosch, 112 4th Ave, New York Riverside Printing Co., 216 3rd, Milwaukee, Wis Sackett & Wilhelms Litho. Co., 5th ave. and 16th st., New York Seeley A. S., 19 E. 17th street, New York Springer & Weitz, B-way and 31st, New York Star Printing Co., 606 1/2 Second, Seattle, Wash Sterrett Show Print San Francisco, Cal Union and Advertiser Co., Rochester, N. Y. Union Job Printing Co., Walla Walla, Wash. United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I. Waterburn Show Print, 166 Clark, Chicago

PRINTING HOUSES That execute high-class Distributing Matter The following firms make a specialty of finely printed Booklets, Pamphlets, Hand Bills, Fliers, Dodgers, Circulars, Herald, Couviers, Programs, Blotlers, Fancy Cards and Novelties. Advertisements under this head same as above. Blackwater Courier Job Office, Franklin, Va. The Donaldson Litho. Co. Cin'ti, O. Eaton, Allen & Co. Grand Rapids, Mich H. Morgan & Co., Cleveland, O. Libble Show Print, 612 Bank St., Boston, Mass. Lotus Press, 140 west 23rd st., New York City. Maubertre's Printing House, New Orleans, La. L. Prang & Co., 286 Roxbury St., Boston, Mass. Saffin Show Print, 172 Skillman Ave., Brooklyn, Van Fleet, 88 Centre, New York Winthrop Press, New York Woodmansee, G. W. & Co., Rockville, R. I.

Sinclair & Valentine, New York, Make Fine Printing Inks.

MURAL SIGNS AND PAINTED BULLETINS.

Advertisements under this head are inserted free if set in nonpareil. One dollar per annum in bold face type, and twenty-five cents per line for display ad. not exceeding six lines in size.

BOSTON, MASS. J. Donnelly & Sons, Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves. Thos. A. Skidmore, 640 Halsey st. CINCINNATI, O. The John Chappin Sons Co., 19 Longworth st. Ditt's Advertising Service, 312 Coleman st. Ph. Morton, 333 west Fifth st. CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st. Hour & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court Thos. Cussack, Blue Island ave. and Throup st. CLEVELAND, O. Bryan & Co., 10 Court Place. DENVER, COL. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st. KALAMAZOO, MICH.—J. E. McArthur & Co. LEXINGTON, KY. I. H. Ramsey & Co., 137 east Main st. LOUISVILLE, KY.—Hewitt, Bell & Co. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. The O. J. Gude Co., 113-115 W. Broadway C. S. Houghtaling, No. 3 Park Place L. E. LaTour, 1718 Broadway Sam'l W. Hoke, 87 Nassau st. Unexcelled Advertising Co., 46 Vesey street Cuyers System Advertising Service, 113 and 115 west Broadway OMAHA, NEB. Thos. Mulvihill, 1512 Harney st. OSKOSH, WIS.—John E. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson, PRAIRIE CITY, IOWA.—W. S. Parker SAN FRANCISCO, CAL. Arthur M. Patis, S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street Orcutt & Stout Adv. Sign Co. R. J. Gunning. TORONTO, CAN.—Price Advertising Co. The Acton Burrows Co. VANCOUVER, CAN.—The Acton Burrows Co. WINNIPEG, CAN.—The Acton Burrows Co.

Mural Signs and Painted Bulletins.

News Notes and Comment in an Interesting Form.

There are some advertisers, men, too, who are prominent in the advertising field, and who ought to know better, that persist in putting all their appropriations into one particular style of poster, with which they cover a particular list of locations for eight, ten and twelve months at a stretch, renewing the paper every month, and sometimes, in bad weather, as often as every week.

There would be some method in this madness if the posters were of different styles, that is to say, if every time the board was covered a new poster, of a new design, with a new argument was put up. But when the same picture with the same text goes up, month after month, one cannot but wonder why they do not put them in paint and obtain the benefit of the air of substantial worth which always attaches to a handsome bulletin well executed, besides effecting a material saving in the cost of the year's advertising.

The economical aspect of the question is especially interesting, and will well repay investigation. For example, take a board ten feet high and twenty-five feet long, it will be found that it requires twenty-eight sheets of paper to cover it. The only kind of paper that will compare with good sign work is lithographed, and, counting freights, etc., will cost seven

STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE... Address: W. H. STEINBRENNER, 811 Vine Street, CINCINNATI, O.

cents per sheet in the bill poster's hands, which means a cost of one dollar and ninety-six cents each and every time the board is covered. This will happen just seventeen times in a period of fifty-two weeks, which makes the cost of the paper used thirty-three dollars and thirty-two cents.

The posting of the paper for fifty-two consecutive weeks, at three cents a week, would amount to forty-three dollars and sixty-eight cents, which would make the cost of the year's advertising, for the one location, exactly seventy seven dollars. When the relative effect, cost and worth of the two methods are compared, it will be found that the bulletin is so immeasurably superior to the poster, that there is simply no comparison between them.

entire, beginning with a piece of felt cloth, all in full view of the passers in the street. A laundry has a collar and cuff mangle in a window where a tidy girl sits and manipulates the machine. A small rotary printing press, run by electricity, with a boy feeding it, is another sight seen in a show window.

Probably the most catchy of all the displays is one in a clothier's window consisting of two Shetland ponies, to be given away on Thanksgiving day to the lucky guesser of the time they will make in a mile race. A dry goods house has a lightning sketcher in a window making oil pointings, as quick as you can wink, and it is hard to tell which amuses the most, the high art of the pictures or the antics of the artist.

Several shoe stores have a cobbler in the window, who has discarded a traditional bench and putting the pegs in with an upright machine. Drug store windows are much used nowadays to advertise hair restorers and shampoos and the boy who sits all day in the window having sea foam rubbed over his head must be like unto Job to hold his job.

The nearest to a freak is a complexion specialist's window with one side of her face beautifully bleached and the other side all tanned, freckles and pimples. One large confectioner makes candy in his show window, and everything about the process is clean and inviting.

A. H. CARNEGIE PORTAGE, WIS. Bill Poster and Distributor, Own all Billboards. Work done in Manager Opera House. All parts of the country.

ZE MANGANITE EVERLAST. Ze solitary pens make on scientific principle to retain complete elastic by utilize the flat wise of metal. Extreme durable composition, hand grinded, nickel finish to last. Only capacious pen in world with fine point. So delightful to write. Also the Capacious Stub. Sample Dozen, 15c.; Quarter gross box, 40c.; Gross box, \$1.50, freepaid. VICTOR JACQUES & CIE, PITTSBURGH, PA.

Sign Writers and Sign Painters.

This department, which appears in this number for the first time, we believe will prove a timely and interesting feature of our columns. Although wholly an experiment, there is such a wealth of material to be threshed over, that this, added to the fact that the field has never to our knowledge been covered by a publication, ought to make the departure profitable alike to sign painters and advertisers.

We invite correspondence. We want to make this page a medium for the interchange of ideas; a record of happenings and events among those to whom it is devoted, and a compendium of useful hints and information.

Probably no field of effort offers better possibilities than the manufacture of fancy cards for special announcements, with which many enterprising retailers are beginning to embellish their show windows.

The only capital required to embark in the business is a little ingenuity and a sharp knife, together with some fancy card board and the usual painter's outfit. The variety of styles and shapes is almost infinite. A little practice will make almost any sign writer sufficiently expert to render entire satisfaction. With an established demand for this class of work a painter can clear from \$35 to \$50 a week.

A new process for laying gold leaf on glass, or rather a new fluid for attaching it, has been patented.

Hand-painted price marks for show windows continue to find fully as much favor as ever.

Decalcomania ornaments are growing in favor as a means of ornamenting window placards. They are very cheap and effective.

MIXED.

The other morning Miss Priscilla Primley, the excellent proprietress of the young ladies' seminary of Fordham, was apprised of a ring at the telephone and at once repaired to the instrument.

"Hello! hello! Wake up there!" said an impatient voice. "I want 'em all in tights, with spangles onto 'em."

"What what?" said the incubator of Greek verbs and crotchet, who was much shocked. "Why the girls," was the reply; "red legs, green sash."

"The rules of this establishment will not allow anything of the kind," said the model pre-cessress firmly. "Very well, then; make 'em all red with black stockings. When can you send 'em to the theatre?"

"The young ladies are permitted to attend the matinee on holidays only, in parties of fourteen, accompanied by a teacher."

"And I'm not satisfied with the skirt-dances—must be made to kick higher."

"I must request, sir, that you instantly remove your daughters from this institution—instantly, sir. I cannot consent to impart any such scandalous information to the young, and I desire"—

But the operator at the uptown telephone-exchange switched off the connection just then and explained that by mistake he had hooked the seminary on to the Harlem theatre, where a variety-troupe agent was instructing a theatrical bill engraver regarding some colored posters.—Judge.



**THERE WAS A TIME** when out-door advertising mediums were deemed catch-penny swindles, and when those engaged in the various phases of this craft were regarded as nondescript rowdies, with no footing in the legitimate business world.

**BUT TO-DAY,** - it's different. As the science of business promotion developed, so did advertising, and, as advertising unfolded its hidden powers, the giant strength of "Display Force" stood out in sharp relief. The "experts" came, showed how to write nice, winsome newspaper advertising, strong arguments and convincing explanations, but how to "stir things up" was a problem of increasing pressure. How to get a general sweeping display effect widespread enough to move an entire population was the great question. It was answered by the billposters, the painters, - the boomers of business to-day.

**BUSINESS RAISED ITS HAT,** held out its hat and became "chummy." The bill poster became a municipal magnate whose holdings rivaled a railroad franchise. The distributor became a respected authority upon "circulation" of advertising matter. And the painter became an individual whose employment and management of traveling genius wins the "glad hand" of the heavy depositors in Eastern banks, and, in fact, successful advertisers everywhere.

In the battle for recognition of out-door advertising no painter fought as Gunning fought. As an exponent of the business in general

# GUNNING STANDS FOREMOST

No other paint advertising contractor has spent one-tenth the money that Gunning has in "missionary" work among advertisers. Gunning's shout for "Ads of the Streets" has always rung out loudest, and, in the broadest general way, has advanced the interests of the bill-posting fraternity for years. Gunning has never asked a share of anybody's profits, but has always said: "Boys, for good service you deserve all there's in it, and more." And in standing for Fair Prices for Good Paint Service has done more to directly educate advertisers to an intelligent appreciation of Fair Prices for Good Posting Service than any other factor in the business. No other general sign painter has one-tenth part of the capital invested in Bill Posting as a business that Gunning has. And with more men (by, a safe guess, double the number of all other general sign contractors put together) on the road constantly, under regular district superintendents throughout the United States, all working on the only organized system that has ever been perfected, the head of the procession of display advertising operators is plainly recognizable as The R. J. Gunning Company. The leadership of this concern as the representative out-door display advertising institution of the United States is as clearly merited as it is recognizable.

FAIR NOTES.

A UNIFORM TERMINOLOGY In State and County Fair Premium Lists.

In the preparation of a premium list for a fair or an exposition it is found necessary, for the sake of convenience, first to assort the premiums offered into several large groups, and then to divide these large groups into smaller sub-groups.

The first division naturally gives us a group for horses, another for cattle, another for swine, still another for poultry, etc. A further division gives us sub-groups for the different breeds, varieties or kinds.

This system of grouping and sub-grouping is a universal one. In all fairs we have first the large group and then the smaller sub-group. In all fairs there exists the necessity of designating the main groups by some name, as also does the necessity of designating the sub-groups by some name.

In the premium lists of the Cotton States and International Exposition, Canada's Great Fair and Industrial Exposition, the Great Inter-State Fair at Trenton, N. J., as also in the lists of the Wisconsin, Ohio and Indiana State Fairs, these main groups for horses, for cattle, for sheep, for poultry, etc., are termed departments.

The sub-groups, as for instance the sub-groups for "Jerseys" and for "Poland China," are called in the premium lists of the Great Inter-State Fair at Trenton, N. J., Canada's Great Fair and Industrial Exposition at Toronto, and in the premium lists of the State Fairs of Wisconsin, Michigan, Indiana and Minnesota, classes; in New York the same idea is expressed by the word section; in Illinois and in Nebraska by the word lot; in Ohio by the words entry book; in Maine by the word No., and in Georgia by the word group.

The foregoing illustrates briefly the varied terminology now in use in the premium lists of our large state fairs and exposition. An examination of the premium lists of county fairs reveals a still wider breach in the use of terms.

This marked diversity in the use of terms, even in adjoining states, to express exactly the same idea, makes it almost impossible for fair managers to correspond intelligently with each other, or with exhibitors, and leads to much confusion in numerous ways. Why use the word department in one state, class in another, and division in another, to express one and the same idea? Why should that part of the premium list corresponding to a section in the premium list of the New York State Fair be termed by the Wisconsin State Fair a class, by the Ohio State Fair an entry book, by the Illinois State Fair a lot, by the Maine State Fair a No., and by the Cotton States and International Exposition a group?

At the recent annual meeting of the Western and Eastern Fair Association, held in Chicago on the 19th inst., this matter was acted upon and a uniform

terminology was adopted to be used in the premium lists of all the state fairs. The words chosen by this Association are "Department," "Class," and for such fairs as desire a further division, "Prize Number."

The "Department" will be lettered, while the "Class" will be numbered. There will be, for instance, a Department "A" for horses, a Department "C" for sheep, a Department "D" for swine, etc., etc. There will be for instance a Class "10" for Jerseys, a Class "14" for Holsteins, etc. Each animal or article in a class may be designated, if desired, by a "Prize Number" which, if used at all, should commence with number one and run consecutively through the premium list.

The adoption of this uniform system by the state fairs is a great step in the right direction. County fairs ought, one and all, to fall into line.

Secretaries of all fairs, both State and County, should send to T. J. Fleming, Secretary of the Western and Eastern Fair Association, Madison, Wis., for a sample page of a premium list under the new rule in order that all premium lists, published in 1896, may accord with the uniform plan recently adopted.

ARTHUR BABBITT, Ass't Sec. Wis. State Agr. Soc.

Procrastination is the thief of time. Don't delay another day in effecting your organization, electing officers, appointing committees, and choosing dates for next year. Nothing has such a vital influence on the venture as an early start.

Dates for State Fairs of 1896, have been recommended by the Western and Eastern Fair Association, as follows, which, if adopted by the different State Fair Boards, will avoid any such unfortunate conflicts as occurred this year:

New York, August 24th to 29th. Ohio and Nebraska, Aug. 31 to Sept. 5. Michigan and Iowa, Sept. 7th to 12th. Indiana and Minnesota, Sept. 14 to 19. Wisconsin, September 21st to 26th. Illinois, September 28th to October 3d. Missouri, October 5th.

BILLBOARD ADVERTISING is read by showmen, fakirs, privilege men, horse-men, aeronauts and exhibiting advertisers. It pays to advertise a fair in BILLBOARD ADVERTISING.

Don't forget that, beginning with the January issue, BILLBOARD ADVERTISING begins to publish the dates and official rosters of the fair list for 1896.

Send yours in now. This is one of the strongest and best advertisements a fair can have, and it costs absolutely nothing.

There were seven hundred and eighty-one fairs held during the season of 1895. A careful comparison of our subscription books, with the completed list, reveals the fact that seven hundred and seven are subscribers to BILLBOARD ADVERTISING.

Pay the secretary and pay him well. "Verily the laborer is worthy of his hire," and no one labors more laboriously than the secretary.

No Office Complete Without It. Business A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments.

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free.

KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

Poultry Shows.

NOTE—Unless given, the secretary's address corresponds with that of the show.

ALABAMA.

Montgomery. Alabama Poultry Association, Dec. 10-13.

CALIFORNIA.

San Francisco. E. H. Freeman, sec'y. Santa Clara, Cal. Dec. 11-17. Oakland. I. K. Felch, judge, F. Mecklem, sec'y, 417 Sacramento street, San Francisco, Cal, Jan. 15-21.

COLORADO.

Colorado Springs. F. W. Hitchcock, judge, J. M. Hill, sec'y, 602 East Kiowa street, Jan. 1-4. Denver. I. K. Felch, judge, John Herr, sec'y, Jan. 6-12.

CONNECTICUT.

Seymour. G. H. Weaver, sec'y, Dec. 25-27. Derby. F. B. Zimmer, H. P. Scudder and N. A. Nichols, judges, E. M. Hunt, sec'y, Dec. 24-26.

DISTRICT OF COLUMBIA.

National Poultry Show, Washington. Geo. E. Howard, sec'y, Feb. 14-18. Washington. National Poultry and Pigeon Association. Jan. 14-18.

GEORGIA.

Cotton State Exposition, Atlanta. C. A. Collier, sec'y, Dec. 5-12.

ILLINOIS.

Danville. Vermilion County Poultry Association, Jan. 6 to 10. Rockford. E. J. Hartwell, sec'y. Jan. 21-25. Launark. Jan. 14-19.

INDIANA.

Indiana Pigeon & Pet Stock Association. Frank Erdelmeyer, sec'y, Dec. 2-6. Kokomo. E. E. Sanders, sec'y, Dec. 16-20.

IOWA.

Cedar Rapids. Cedar Rapids Poultry association Dec. 30 to Jan. 4. Iowa State Poultry Association, Ottumwa. Shel-labarger and Emry, judges, W. S. Russell, sec'y, Dec. 2-7.

Mt. Pleasant. W. S. Russell, judge. C. R. Doe, sec'y, Dec. 10-14. Hampton. Holden and Hersey, judges, Paul Jones, sec'y, Dec. 30-Jan. 4.

Sioux City. Big Four Poultry Association, Dec. 9-14. Burlington. Hawkeye Poultry Association. C. R. Doe, Mt. Pleasant, Iowa, sec'y, Dec. 10-15.

KANSAS.

Parsons. J. W. Wale, judge. J. R. Alexander, sec'y, Nov. 12-15. Topeka. Theo. Hewes, judge, D. A. Wise, sec'y, Jan. 6-11.

KENTUCKY.

Louisville. The Kentucky Poultry and Pigeon Breeders' Association, Dec. 18 to 20. Covington. Kentucky Poultry, Pigeon and Kennel Association. Nov. 30-Dec. 5.

MASSACHUSETTS.

Amesbury. I. K. Felch, judge. E. J. Graves, sec'y, Dec. 4-6. Northampton. C. H. Tuttle, sec'y, Jan. 7-10.

Boston Poultry Association, Boston. C. M. Weld, sec'y, Jan. 14-18. West Midway. Dec. 10-12.

MICHIGAN.

Saginaw. Butterfield and Tucker, judges, A. F. Herbert, sec'y, Ionia, Mich. Dec. 10-13. Concord. I. K. Felch, judge. Jas. A. Tucker, sec'y, Dec. 23-25.

State Show, Jackson. Bridge, Butterfield, Sewell, Tucker, Siffer, judges, F. W. McKenzie, sec'y, Concord, Mich., Jan. 7-12. Grand Rapids. Hewes and Tucker, judges, Alice M. Mason, sec'y, Jan. 20-24.

Marquette. Bronson, judge, Geo. W. Freeman, sec'y, Jan. 23-26. Concord. Dec. 9-10.

Lansing. Ingham County Poultry Association. F. B. Shaw, sec'y, Dec. 17-20. Ypsilanti. Jan. 14.

MINNESOTA.

Winona. Winona Poultry Association, Jan. 13 to 18.

MISSOURI.

Mid-Continental, Kansas City. F. M. Slutz, sec'y, 2024 Chestnut street, J. W. Wale, W. S. Russell, Sharp, Butterfield, J. H. Drevesstedt, Theo. Sternberg, F. W. Russell and D. T. Heimick, judges, Nov. 27-Dec. 2.

Stewartville. Theo. Hewes, judge. C. C. Roberts, sec'y, Dec. 4-6. St. Louis. J. V. Bicknell, H. A. Bridge, D. T. Heimick, I. W. Wall and F. W. Hitchcock, judges, C. K. Crouse, cor.-sec'y, Jefferson barracks, Mo. Dec. 9-14.

Lebanon. Theo. Hewes, judge. G. H. Hinds, sec'y, Dec. 16-21.

Hutchinson. Cy Emry, judge, Dr. J. F. McArthur, sec'y, Jan. 1-4. Sedalia. Central Missouri Poultry Association, Sedalia Poultry Club, Dec. 19-22.

NEBRASKA.

Tecumseh. Al. N. Dafeo, sec'y. C. A. Emry, judge, Nov. 28-30. Auburn. W. S. Russell, judge. H. J. F. Wert, sec'y, Dec. 17-21.

Wayne. L. P. Harris, judge, H. Gregory, sec'y, Dec. 18-20. Beatrice. Cy A Emry, judge, E. E. Greer, sec'y, Dec. 24-27.

NEW JERSEY.

Garden State Poultry and Pigeon Association Hackensack. C. W. Johnson, sec'y, Cranford N. J. Nov. 26-28.

NEW MEXICO.

Albuquerque. Snyder, judge, A. F. Overman, sec'y, Jan. 13-19.

NEW YORK.

Meridian. Wm. H. Carr, Jr., sec'y. J. Y. Bicknell, judge, Nov. 19-22. Rochester. H. P. Schwab, sec'y, Dec. 16-21.

Rochester. H. P. Schwab, sec'y, Dec. 16-21. Smyrna. Sharp Butterfield, judge, S. K. Wilcox, sec'y, Dec. 31-Jan. 2.

Hamburg. E. C. Pease, sec'y, Jan. 6-10. New York Poultry and Pigeon Association, Madison Square Garden, New York City. H. V. Crawford, sec'y, Montclair, N. J. Feb. 1-6.

Titusville. Titusville Poultry Association, Dec. 10 to 13. Maysville. Chautauqua County Poultry Association, Dec. 30-Jan. 3.

Onida. Central New York Poultry and Pet Stock Association, Dec. 26-28. Binghamton. F. B. Zimer, Gloversville, judge, Jan. 21-24.

Troy. John H. Duke, sec'y, Jan. 22-27.

NORTH DAKOTA.

Grand Forks. T. D. Holden, Owatonna, Minn., judge. M. E. Harbin, sec'y, Dec. 4-6.

NEW HAMPSHIRE.

Concord. New Hampshire Poultry Association, Dec. 7-10.

OHIO.

Cleveland and Ohio State (Columbus), Cleveland. Pierce, Butterfield, Bridge, Barker, Murphy and Weston, judges, W. S. Rowe, sec'y, 18 Herschauer St. Dec. 4 to 11.

Tri-State Poultry and Pigeon Association, East Liverpool. J. A. McIntosh, sec'y, Dec. 4-14. Tiffin. J. V. Bicknell, judge. D. S. Biller, sec'y, Dec. 17-21.

Alliance. Sharp Butterfield, judge, C. S. Angle-meyer, sec'y, Dec. 26-31. Dayton. I. K. Felch, judge, C. H. Clark, sec'y, 136 Hawthorn street, Dec. 26-31.

Findlay. R. M. Wise, sec'y, Jan. 1-4. Washington C. H. W. R. Dalby, sec'y, Jan. 4-8. Bloomington. J. B. Peele, sec'y, Jan. 6-10.

Toledo Fanciers' Association. John Davidson, dog judge, Sharp Butterfield, poultry judge; A. Muehlbig and A. W. McClure, pigeon judges; A. W. Bell, sec'y, Jan. 28-31.

PENNSYLVANIA.

Pittston. F. P. Cospser, sec'y, Dec. 17-21. Erie. Northwestern Pennsylvania Poultry Association, Jan. 1-4.

Erie. Northwestern Poultry and Pet Stock Association. Wm. Gerke, sec'y, Jan. 18-23. Titusville. C. E. Hayes, sec'y, Dec. 10-13. Scranton. Dec. 15-18.

RHODE ISLAND.

Rhode Island Poultry Association, Providence, H. S. Babcock, sec'y, Dec. 10-14.

TENNESSEE.

West Tennessee Poultry Association, Jackson. C. A. Emry, judge, H. M. Dawson, sec'y, Jan. 6-10. Nashville. A. R. Gray, sec'y, Jan. 14-18.

Chattanooga. Chattanooga Poultry Association. Geo. M. Clark, sec'y, Dec. 17-21.

TEXAS.

Dallas Exposition, Dallas. C. A. Cour, sec'y, Oct. 19 to Nov. 3. Fort Worth. D. O. Lively, sec'y. D. M. Owen, judge, Dec. 10-12.

State Show, Galveston. J. G. McReynolds, sec'y, Neches, Tex. Dec. 17 to 21.

UTAH.

Salt Lake City. J. W. Haslam, sec'y, Jan. 6-10.

VIRGINIA.

Roanoke. J. H. Drevensstedt, judge. Frank A. Lovelock, sec'y, Salem, Va. Dec. 4-7.

WASHINGTON.

Tacoma. Theodore Sternberg, judge, F. A. Row-sell, sec'y, Dec. 31-Jan. 4. Seattle. I. K. Felch, judge, W. B. Goodrich, sec'y, Jan. 22-28. Spokane. Jan.

BRITISH COLUMBIA.

Vancouver Poultry Association, Vancouver. Cor Splice, sec'y, Jan. 7-11.

Conventions, etc.

Dec. 6, 7. Reform Press Association, Lawrence, Kas.

Dec. 17, 19. Annual meeting Maine State Grange, Bangor, Me.

Dec. 11, 12. State Dairymen's Association, at Syracuse, N. Y.

Dec. 12 and 13. National Reform Association, Baltimore.

Dec. 17 to 19. State Grange Association, Bangor, Maine.

Dec. 30. Southern Educational Association, Hot Springs, Ark.

Dec. 25 and 27. Ohio Academy of Science, Cincinnati.

Jan. 8, 9. Protective League of American Showmen, Cincinnati, O.

Jan. 8, 9. International Association of Distributors, Cincinnati, Ohio.

Jan. 6 to 8. National League of Commission Merchants' St. Louis.

Jan. 7 to 9. Farmers' Institute, Springfield, Ill. Jan. 15 and 16. Farmers' Institute, Saginaw, Mich.

Jan. 13 to 18. Northwestern Curling Association, Bonsel, Duluth, Minn.

Jan. 21 to 30. Winter Carnival, St. Paul, Minn.

Feb. 17 to 22. Spring Carnival, Phenix, Ariz.

Feb. 27 to 30. National Educational Association convention, Jacksonville, Fla.

April 1 to 3. The Christian Endeavor Union of Michigan, State convention at Ionia.

August. Knights of Pythias Encampment, Minneapolis, Minn.

Sept. National convention United States Letter Carriers, Grand Rapids, Mich. Robert Milne, cor. sec'y.

San Francisco, Cal. Horse Show, Dec. 3 to 8.

Flower Shows.

Council Bluffs, Ia. Southwestern Iowa Horticultural Society, Dec. 16 to 20.

Sigourney, Ia. Dec. 4 to 6. Adrian, Mich. Dec. 3 to 5.

Expositions.

Atlanta, Ga. 1895. Sept. 16, to Dec. 31. Baltimore, Md. 1896. Indefinite.

Dallas, Tex. 1896. Oct. 12 to Nov. 15. Montreal, Can. 1896. Indefinite.

Nashville, Tenn. 1896. Sept. 1 to Dec. 24. St. Louis Mo. 1896. Indefinite.

Oakland, Cal. 1896. Indefinite. Cleveland, O. 1896. Indefinite.

Mexico, Mex. 1898. Indefinite.

Foreign Expositions.

Paris, France. 1900. April 15 to Dec. 31. Johannesburg, South Africa. 1896. May 1 to June 30.

Chias, P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.

THALMANN'S PRINTING INKS EASILY WORKED! SAVES ROLLERS! MAKES MONEY! USE NOZOTHEKI!

The Babbitt Entry and Record System

FOR FAIRS.

The only perfect system for recording awards and moneys received from and paid to Exhibitors. CONSISTING OF Combination Index and Ledger, Entry Book, Award Book.

All newly designed and now being published. Ready for sale. Feb. 1st, '96. Sent to any Sec'y in U. S. or Canada on approval.

Arthur Babbitt, Ass't Sec'y Wisconsin State Agr. Society.

MADISON, WIS.

Leaving Him to Guess. Illustration of a man in a boat. Text: may be all right in some affairs but it isn't the thing in business. Let your customer know what you are doing, what you can do—let all whom you hope may some day be your customers know. Get them interested in your work. Start the new year of '96 by sending a newsy booklet or circular to them. It will pay. I make a business of preparing advertising matter and furnishing illustrations and handsome printed matter. I am reasonable and do not expect big orders until you know what I can do. I therefore make this SPECIAL OFFER to readers of "Billboard Advertising." The regular charge for writing a booklet is \$10. I will, until January 30, '96, do it for anyone sending me \$2, and will give an illustration for the cover free. I am too busy to do this in a rush; you must wait two weeks or more. If you prefer a circular to a booklet, say so; you can have it for the \$2—but booklets are my specialty. If you will write to me before Christmas, I will send you my pretty illustrated booklet about how I do it, free. Room 1517 Tract Society Building, R. L. CURRAN, Spruce & Nassau Sts., New York.

Send us your business, and help us get rich... P. C. STOUT Sign and Bill Posting Co.

LICENSED CITY BILL POSTERS, ADVERTISING SIGN CONTRACTORS.

St. Louis Office, 213 North Eighth Street. 333 Missouri Avenue, EAST ST. LOUIS, ILL. Members Inter-State Bill Posters' Protective Association.

ADVERTISING FOR RETAILERS. BELIEVE the best form of retail advertising is a well gotten-up illustrated monthly periodical, circulated among the homes in a merchant's neighborhood, bearing his own announcements. I am preparing to publish such a "magazine," of 16 pages, each month, nicely printed, illustrated profusely, printed on good paper and well bound. Matter entirely original—stories written especially for it. No "plate matter". Two pages are given up to the advertiser—second and last. One merchant in each town may have this exclusive monthly service, being supplied with one thousand copies (containing his advertising), fresh and new each month, for \$20. Yearly contract. Terms cash in advance. BOSTON BANK REFERENCE: Beacon Trust Company. Address promptly, Elifton S. Wady, Writer, 27 School street, Boston, Mass.

## STREET CAR ADVERTISING.

Advertisements under this heading are published free of charge in nonpareil. In bold face type two dollars per year. Display 25 cents per line.

Carleton & Kissam, 50 Bromfield St., Boston, and Postal Telegraph Buildg, New York City. Broadway Advertising Co., Hugh J. Grant, pres., 261 Broadway, New York City. O. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo. Sam. F. Ferrer, 231 Broadway, New York City. Manhattan E. R. Advertising Co., 33 Murray St., New York City. M. Wineburgh, Sr., Boston, Mass. M. Wineburgh, Jr., 164 Bank St., Cleveland O. Wyndham Robertson, Dallas, Tex.

## Street Car Advertising.

The billboard men and the mural sign people are in the habit, when confronted with an inquiry from the advertiser regarding the efficacy of street car advertising, of promptly replying that such advertisements are good. Then they immediately proceed to impress upon him the fact that no one has to part with a nickel before they can look at the billboards or mural signs.

This may be considered a good argument, but there are a whole lot of people who do not think so. They maintain that the people who have not got the nickel to ride with, will not have money to purchase anything else.

It is said that the O. J. Gude Co. will add street car advertising to their other departments.

It is rather strange that no one has yet obtained the privilege of the South Covington and Cincinnati Street Railroad Co.'s cars. The system is the best patronized line in Cincinnati, and embraces the following lines:

1. Cincinnati, Bellevue and Dayton.
2. Cincinnati and Fort Thomas.
3. Cincinnati, Newport and Covington (York street).
4. Cincinnati and Newport (Monmouth street).
5. Cincinnati and Newport (Washington avenue).
6. Cincinnati and Newport (Paterson street).
7. Cincinnati and Austinburg.
8. Cincinnati and Milldale.
9. Cincinnati and Rosedale.
10. Cincinnati and Ludlow.
11. Cincinnati and Bromley.
12. Cincinnati and Covington (Main st.).
13. Cincinnati and Covington (Madison avenue).
14. Cincinnati and Covington (Greenup street).

The system embraces two hundred and eighty cars of the most commodious and handsome make.

Unless you have two cards in each car, one on each side, you are throwing away half your opportunity.

When your ad is in the cars the public is not hurrying by with minds intent upon their destination. Quite the contrary. They are seated right in front of it, where they are bound to see and read it, at a time when they have ample leisure to consider, digest and speculate upon it.

BILLBOARD ADVERTISING is very much sought after by officials of state and county fairs.

## J. A. Clough, 647 Austin Avenue, Chicago, Illinois, U. S. A. PRACTICAL DISTRIBUTOR.

I claim to have the best crew of distributors in Chicago, and the name of doing the best work.

REFERENCES:—Fuller & Fuller Co., Wholesale Druggists, Chicago; J. W. Webb, representing Hood's Sarsaparilla; W. A. Waters, representing Paskola and Shaker's Digestive Cordial, and others.

## STREET CAR ADVERTISING.

By GEORGE KISSAM.

Street car advertising of to-day is vastly different from that of former years, and its volume in the aggregate is extremely larger than the uninitiated can conceive of.

Writing alliteratively, this result is due to merit and management. A retrospective view carries us back to the old go-as-you-please, irresponsible, unmethodical and variably-sized card period—a period when the advertiser was obliged to print all sorts and sizes of cards and to keep a corps of detectives to watch his "ads" after insertion, for the sole purpose of making sure they were in the cars.

The lessees of cars in those days looked on the advertiser as legitimate prey, and, with an iron-clad contract signed, usually won all suits, even though evidence was produced showing only a small percentage of the cards were in the cars when looked for. The cards themselves were small and enclosed in dirty frames, covered with glass, the glass itself contributing to injure the effect of the card behind, as it acted like a reflector when the sun or light struck it.

There was no system in the business, and advertising investors became discouraged, the medium waxed unpopular and the business bade fair to relapse into innocuous desuetude.

About this period Mr. Akerman, of Worcester, and Mr. Rondall, of Boston, Mass., produced each a concave advertising rack, essentially similar in principle but differing in detail.

Mr. William F. Carleton, who then had in charge the advertising department of the Dry Dock, East Broadway & Battery R. R. Co. in New York, saw immediately that at last the problem of "display" had been solved. He arranged for a lease of the Sixth Avenue cars in New York equipped them with the concave

racks and by his systematic business methods filled and kept full the space on this line until he relinquished it for a larger field in the city of Boston.

Street car advertising is continually growing more popular. It appeals to all classes with irresistible force and unavoidable eloquence, the cards being so displayed as to be easily read and to really afford a method of whiling away the time during the journey, that with animal traction is oftentimes wearisome in this rapid age.

The cars of to-day are continually being improved, and the struggle to produce them constantly taxes the ingenuity of the car-builder. It is needless to add that the advertising partakes of the same spirit; lithographers, printers engravers and artists are continually spurred to produce new and striking designs for the object of impressing the great public, and much thought is given by principals to improve the service.

That street car advertising, conducted on business principles, has come to stay is evidenced by the throng of prominent advertisers' cards which are to be seen in the cars to-day—advertisers of long experience and good judges of values.

One very strong point that impresses an intending advertiser is the absolute certainty of circulation that street car advertising gives; there is no guess-work about it, nor any subcellar affidavits that no one believes—in fact circulation is really understated, as the figures given are taken from annual reports to the railroad commissioners and only give the actual number of paying passengers carried.

The display in the concave racks is unavoidable to the eye and limited in extent; this insures the advertisement being seen. Taking everything into consideration, street car advertising of to-day is a "winner" and its future is full of promise.—Printers' Ink.

## NEW ORLEANS, LA. Crescent Advertising and Distributing Co.

3462 LAUREL ST.

Contractors for Advertising in all branches.

## C. A. VAUGHAN,

Formerly the business manager of the Pitkin & Vaughan Co., Chicago, Theatrical Printers, is the manager of the Chicago Branch of the Thalman Printing Ink Co. All the old showmen will be glad to learn that Mr. Vaughan has regained his health, and is engaged in active business.

## BILL POSTING and DISTRIBUTING

In Manning and Sumter, by  
**T. M. YOUNG,**  
City Bill Poster and Distributor.

Box Y. MANNING, S. C.

## THE HUSTLER ADVERTISING CO.

24 N. Main St., Fort Wayne, Ind.  
MAILERS AND DISTRIBUTORS.  
Prompt Service by Reliable Men.

## THE BILL POSTER AT CARTHAGE, MO. IS JOE BARRATT.

ADVERTISE WITH.....  
**JAMES COFFEE,**  
City Bill Poster,

Bill Posting, Distributing and Sign Tacking.  
**DUBUQUE, IOWA.**

## SPRINGDALE, ARK.

D. H. WHITENER, General Distributor  
Signs tacked up. First-class service.

## George W. Bills, Toledo, O.

Established 1868.  
Population of City, 110,000.

The Old and Reliable

## LICENSED Bill Poster and Distributor,

Estimates furnished

On application.

The very best

References in

All branches of the  
Business.

I will guarantee all work entrusted  
to me to be done satisfactorily  
or no pay for same.

## SEND

Your Posting and Distributing to  
**W. P. BAXTER**  
Licensed City Bill Poster.  
RICHMOND, KY.

**SIGNS** Agents wanted to sell ready  
made Novelty Signs, 11x14  
inches; furnished by the latest Engraving Process,  
1000 varieties, 800 per cent profit. Quick  
sellers. Catalogue free. Samples 10c.

VAL SCHREIER, Signs, Milwaukee, Wis.

## MANKATO, MINN., POP. 12,000

**J. H. GRIEBEL, Jr.**

Sec'y and Treas. Minn. State Bill Posters Ass'n  
Sole Control of All Bill Boards, Telegraph,  
Telephone and Electric Light Poles.  
All Work Guaranteed.

## Window Display.

The advertising yielded by a well-ordered window display is within the reach of every retailer in the land.

Put prices in your advertisements, and by that same token put them in your window.

A cut in your advertisement, illustrating your wares, is a valuable aid to your description. How much more valuable then is your window space in which the wares themselves may be exposed.

Dress the window with care and good taste, and change the display as often as possible.

The windows possess all the value of an expensive space at an exposition, with the added advantage of having the salesmen close at hand.

An animate object in the window never fails to draw a crowd.

Put your faith, put your energy in your windows; returns are certain and sure.

Harry Chapman, of Chicago, publishes the only journal in the world devoted to window dressing. Every one interested in this work should be a subscriber to it.

The fundamental principles of complementary colors are as follows, viz:

Red compliments green.  
Blue compliments orange.  
Yellow compliments purple.

Have the windows well lighted at night. People have time to linger before them then.

The small electric device, which keeps up an incessant tattoo on the big plate glass, renders valuable aid in attracting attention to a window display.

A firm in New York has hit upon a novel idea in window display. They have hung all their windows with heavy opaque curtains, in which the firm name has been cut out. When the curtains are down at night, the electric lights are turned on and the name stands out in letters of fire, and fairly burns its way into the memory of the beholder.

A new electrical device throws alternate shades of red, white, green and purple light on the goods displayed in the window. It is proving a strong attraction.

Signs in the window, where they can be changed often, are preferable to signs on the window, which frequently obstruct the view, and mar the effect of a well dressed window.

Cleanliness is next to Godliness.

The theatre manager knows the value of window space. He also knows that many merchants do not.

A neatly painted placard in the window containing an ingenious invitation, an alluring bargain, or a strong argument is always of value. It should be gotten up

with taste, and changed often. Almost any of the sign writers will contract to furnish a series at remarkably low prices, and if you have difficulty in furnishing the copy, you can bring the professional advertiser to your aid at small cost.

No medium exceeds in value your own window space. If properly utilized, its possibilities are enormous. The writer knows of a thriving business, which had its beginning and initial prosperity in window display only. For three long years the only advertising that the young house could afford, was that which they could obtain from their windows. But they used it most artfully. Every day it was changed. Every week saw some novelty on exhibition, or some quaint conceit introduced to lend the display augmented interest or charm. Long before they adopted the newspapers, their windows were the talk of the town, and people went out of their way for blocks in order to catch a glimpse of them.

If it's good policy to rent display windows in the main city thoroughfare, where a couple of thousand of possible buyers will see it every day, it's much better policy to rent display advertising in the leading newspapers where tens of thousands of possible buyers can't help seeing—not when they are hurrying through the crowded streets in any mood but that of buying—but when they are sitting down quietly at home in the mood as considering what they want to buy and where to buy it.

To the general trade, a well-dressed window is an advertisement and encouragement to business which should not be overlooked.—Trade Magazine.

What a chance for doing good advertising lies in the grocer's power! Does he realize it? Does he avail himself of the privilege? Does he know what opportunities for fine window displays, fruits and vegetables afford in their season? We wish every grocer would read and profit by the many good suggestions in F. A. Ferris & Co.'s bright little monthly "But."—Profitable Advertising.

## "FAME."

On another page appears an advertisement to which we call the attention of all our readers.


Artemas Ward is the editor and publisher of *Fame*, and it needs no long story to convince our readers that the man who creates all the great Sapolio advertising is producing in *Fame* just about the brightest of publications in his particular field.

Meagre Profits.—"The trouble with my work," said a literary man, "is that it can't be done except when I feel the inspiration, and this makes the income from it very uncertain. Some days I make a good deal, other days very little. Yesterday, for instance, I attempted several times to produce something; walked the floor, meditated, examined books and papers for hints of subjects to write on, and, when night came, my whole day's work represented the sum of fifteen dollars."

"That's not bad, though," said the literary man's friend; "what did you write?"  
"An order to my coal dealer for three tons of coal at five dollars a ton," said the literary man, with anything but a happy smile.—Puck.

Squire Timothy—(flourishing newspapers in New York hotel)—See 'ere, landlord, I think this is a low-down swindle! Yer haven't put my name in ther paper as an arrival.

Clerk—Why should I?  
Squire Timothy—Jehoshaphat! When I go to the Squeedunk Hotel an' pay 'em seventy-five cents, I'm mentioned as a "leading citizen;" an' here I've paid you tellers three dollars for nothin'!—Puck.



## QUINN'S OINTMENT FOR HORSES

stands at the head of all veterinary remedies. Such troubles as Spavins, Curbs, Windpuffs, Splints, Bunches have no terrors for a horse if the master keeps and applies Quinn's Ointment. All well-known horsemen speak of it in the highest terms.

Miller & Sibley, of Franklin, Pa., owners of St. Bel, brother of late Bell Boy, writes, "We have used Quinn's Ointment with great success and believe it fulfills all claimed for it. We cheerfully recommend it to our friends." For Curbs, Splints, Spavins or Bunches, it has no equal.

Price \$1.50. Smaller size, 50c. Sold by all druggists or sent by mail.

**W. B. EDDY & CO., WHITEHALL, N. Y.**

TRY IT.

## WESTERN ADVERTISING CO.

H. E. RODGERS, Manager. LA CROSSE, WIS.  
DISTRIBUTORS, SAMPLERS, GENERAL ADVERTISERS.  
Satisfaction guaranteed. Correspondence solicited.  
Population—City, 30,000; County, 50,000.

## The Chicago Bill Posting Company, Chicago.

We have unequaled facilities for prompt and honest service. LOCATIONS THE BEST.

Doing work for ten of Chicago's Leading Theatres, and many Commercial Houses, who endorse our system.

P. F. SCHAEFER, Manager.

## HUIEST-STOUT SIGN CO.

INCORPORATED. We are not SUPERSTITIOUS, but We Do Believe in SIGNS.

Licensed City Bill Posters. Advertising Sign Contractors.

Manufacturers of MODERN EMBOSSED SIGNS.  
213 N. Eighth Street, ST. LOUIS, MO.  
Members Inter-State Bill Posters' Protective Association.

## G. D. HAMMOND & CO.

LICENSED

## Bill Posters and Distributors,

PITTSBURG AND ALLEGHENY CITY,

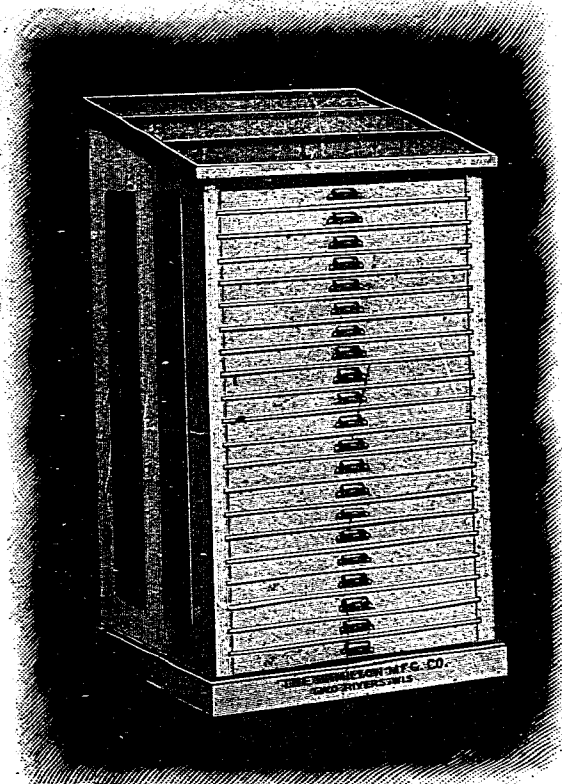
OFFICE, NOS. 9 AND 11 SEVENTH STREET,

Telephone 2134. PITTSBURG, PA.

ESTABLISHED 1887.

## The Taylor Bill Posting Co.

OF TRINIDAD, COLORADO.  
Legitimate Bill Posters and Advertisers of South'n Colorado,  
Population of Trinidad and surrounding Mining Camps, within five miles, 15,000.



PINE CABINET.

# DEATH



Will soon steal its inevitable march on the old year. Youth and vigor—old age and decrepitude—are the morning and evening of all things material. This truth applies to business as well, but there is an advantage; the evil day can be put off by the infusion of new blood. A business has its birth, its growth, its period of seeming inactivity, and finally, the end. Ward off the end—infuse new blood, new ideas, into your shop. In other words, keep abreast of the times. It is positive economy to add to your outfit every labor-saving device obtainable.

We are the physician whom you should consult.

## The Hamilton Manufacturing Co.

TWO RIVERS, WIS.

# WOOD TYPE,

## AND PRINTERS' FURNITURE, OF SUPERIOR QUALITY.

The great success of our goods prompts us to renewed effort. Our line is being constantly enlarged, and now embraces every article of wood used about a printing office. We work in BEAUTIFUL HARD WOODS, and finish in the natural color. Don't fail to have our catalogues. They cost us lots of money, but will save you much more. ASK FOR OUR GOODS. THE BEST IS THE CHEAPEST.

"The difference between

# Heaven & Hell"

Take the Keeley Cure for Drunkenness at  
The Keeley Institute of the East,  
NO. CONWAY, N. H.  
"The Finest Keeley Institute in the World."

25 YEARS IN NEWPORT, KY. PROMPT SERVICE GUARANTEED.

Own all the Boards in NEWPORT, BELLEVUE, DAYTON, FORT THOMAS, CLIFTON HEIGHTS, COTE BRILLIANT, SOUTHGATE, GLEN PARK, INGALLS' PARK, INVERNESS, BONNIE LESLIE.

THE FIRM OF G. H. OTTING & SON, Bill Posters and Distributors, OF NEWPORT, KY.,

Was established in 1870, and for a quarter of a century have enjoyed the confidence and esteem of their patrons.

Business Office, 608 York St., NEWPORT, KY.

DISTRIBUTING 18,000 FL. of Boards TACKLING.

City Bill Poster. BORU MARVIN, AURORA, ILL. Population 25,000

PAINTED BULLETINS.

THE MOST OF THE BEST FOR THE LEAST

That is to say, the MOST information and advertising, of the BEST quality and character, for the very LEAST monetary outlay, may be had by subscribing for

## Printers' Ink

"The Little Schoolmaster in the Art of Advertising." It is published weekly, and is ever fraught with fresh pointers, valuable statistics, and useful hints for

Ad -vertisers -smiths -printers

If you... Now you will get it for two dollars a year for as long a period as you care to pay for.

If you... Until after January 1st, 1896, you will find the subscription price advanced, and you will have to pay \$5.00 per year.

Send your subscription to the publishers, Geo. P. Rowell & Co. No. 10 Spruce St. New York City. Sample Copy Free.

## SHOW PRINTING

Dates, 3-Sheets, Hangers, &c. FON DU LAC, WIS.

### P. B. Haber Printing House.

THE BEST AND Cheapest on Earth

## P. B. HABER, City Bill Poster,

GOOD WORK insures GOOD RESULTS.

### FON DU LAC, WIS. POPULATION, 15,000

IT'S A LIVE TOWN, and HAS A LIVE BILL POSTER.

GEORGE ELSTON, LICENSED CITY BILL POSTER. Owns all Boards and Privileges. ESTABLISHED 1880. DISTRIBUTING A SPECIALTY. Anaconda, Deer Lodge Co., Mont.

KALAMAZOO, MICH. J. E. MCGARTHY, Bill Poster and Distributor. I call special attention to my Distributing Service. I use a wagon, drawn by a beautiful Iceland Pony, and my men dress in uniform, which attracts attention. They do good work as well. I give my personal attention to this branch of the business. Try me; you will stay with me. OFFICE OPERA HOUSE BLOCK.

Good Work. Beneficial Results. KNOX MEADVILLE, PA. POSTERS PAY PROFITS. JOHN A. LAKIN, 1868-1895. CITY BILL POSTER, COOPERSTOWN N. Y.

Revised Mailing List of 1,000 Names for sale. I post and distribute bills, and paint signs. C. A. HIRER, Rochelle, Ills. All work intrusted to me will have my personal prompt attention!

SELDEN NYE, Practical Bill Poster and Distributor, 201 W. Park St. CHAMPAIGN, ILL.

GET THE BEST! THE STAR COIL SPRING SHAFT SUPPORT AND ANTI-RATTLER. SELLS AT 10¢ PER LIGHT. THE DECATUR SHAFT SUPPORT CO. Decatur, Ill.

MAGNETIC FOOT BATTERY

OUR MAGNETIC FOOT BATTERIES challenge the world for any potency which will equal them for keeping your feet warm. These FOOT BATTERIES remove all aches and pains from feet and limbs, cause a feeling of new life and vigor equal to the days of youth. Think of the luxury of warm feet all winter in all weather! These MAGNETIC BATTERIES increase the flow of blood, vitalize it and cause a most delightful feeling the moment your feet rest upon these powerful MAGNETIC INSOLES. Every pair gives comfort and satisfaction. If you keep your feet warm you cannot catch cold. What's the use of suffering from those tired, all-gone, worn out feet? A pair of our MAGNETIC FOOT BATTERIES will act like a charm on your blood, and give you a sensation of warmth and vigor at once. Try a pair of them quick. \$1.00, or 3 pairs for \$2.00, any size, by mail. Send for our book, "A Plain Road to Health," free. CHICAGO MAGNETIC SHIELD CO., 1401 Masonic Temple, CHICAGO.

If you want to get an accurate glance at the inside of circus life, send twenty cents in postage stamps to L. D. DAY, Whitneyville, Conn., and receive by return mail "Young Adam Forepaugh, the Elephant Trainer, His Astonishing Adventures and Exciting Experiences, by Charles H. Day.

H. I. VANCE, City and Theatrical Bill Poster and General Distributor. References furnished. Member National Distributors Ass'n of America. EFFINGHAM, Effingham County, ILL.

SHOW PRINTING THAT IS UP TO THE TIMES.

TYPE and BLOCK WINTERBURN SHOW PRINTING COMPANY, CHICAGO, ILLS. 166 CLARK ST.

Mauberrret's Printing House, Limited

Printing Posters all sizes all styles. Work THE FINEST. Prices THE LOWEST.

Branches. 526 to 532 Poydras Street, NEW ORLEANS. Engraving.

"STILL IN THE BUSINESS." ESTABLISHED 1864. My Reference is My Work, Which Speaks Louder Than Words.

## ALBERT WEBER,

THE LICENSED Bill Poster and Distributor OFFICE: 330 CAMP STREET, Adjoining Picayune Newspaper Bldg., NEW ORLEANS, LA.

I WANT to hear from advertisers—retail or wholesale—who are willing to contract for their advertising for six months or more at very reasonable rates, contracts to take effect January 1st. Advertisers using booklets should write me anyway; I have a special good offer for such. If interested, address CHARLES J. ZINGG, Farmington, Me.

## Fischer's Distributing Agency.

G. E. FISCHER, Manager, 1505 Farnam St., Omaha, Neb. A. F. FISCHER, O. P. GOODMAN, Sec'y, Mgr. Goodman Drug Co. Omaha, Neb.

OUR SPECIALTY Patent Medicine and Newspaper Work. OUR EXPERIENCE - Ten years in the business. OUR GUARANTEE - Our reputation for good work. OUR REFERENCE - Never lost a Customer. OUR FRIENDS - Our Patrons. OUR TERRITORY - Omaha, South Omaha, Neb.; Council Bluffs, Iowa. OUR ADDRESS - 1805 Farnham Street, OMAHA, NEB.

SCHENECTADY, N. Y. With a population of nearly 30,000 Has a BILL POSTER that can do justice to your work. in the person of C. H. BENEDICT. He personally owns over 90 per cent of all boards in the city.

MONTANA Bill Posters' Association, C. A. HARNOIS, Helena, STATE CONTRACTOR FOR Bill Posting, Distributing, and General Advertising, Helena, Butte, Great Falls, Missoula, Anaconda, Bozeman, Livingston, Billings, Deer Lodge.

J. M. Dishon and no other Goes forth in haste, With bills and paste, And proclaims to all creation, Men are wise who advertise In the present generation. Terre Haute, Ind.

ISSUE IDEAS. Cost \$1. Makes you \$50. New Samples 10c. Plan free. ADAGE CO., Boston

It Pays to Advertise

Printing Presses, Printing Inks, Printers' Furniture, Type, Paste, Paste Brush Handles, Paste Mixers, Posters, Tickets, Paper Cutters, Printing Offices, Boilers, Engines, Office Furniture, Electrotypes, Photo-Engravings,

In the Columns of Billboard Advertising.

## Bill Posters!

Best Paste Brush Handle on Earth. I HAVE THEM. YOU NEED THEM. MACK W. PEACHEE, 16 Water Street, INDIANAPOLIS, IND.

MEMBER  
Interstate Bill Posters' Ass'n  
AND  
International Ass'n of Dis-  
tributors of North America  
LICENSED.  
Address, 508 S. High St.

**TRUST YOUR WORK TO**  
**L. E. TIEMANN,**  
City Bill Poster and Distributor,  
**BELLEVILLE, ILL.**

*Pine Bluff, Ark.*  
**CHARLES SENYARD,**  
Sign \* Writer \* and \* Bill \* Poster,

City Population, 18,000. Jefferson Co. Population, 85,000.

Special attention given to distributing all advertising matter. All work guaranteed.  
Estimates furnished on advertising throughout the State.  
REFERENCES:—Bank of Pine Bluff; Merchants and Planters Bank.

"WE STICK UP FOR ALL"  
**SAN DIEGO BILL POSTING CO.**  
FRED. F. STUTTZ, Manager. SAN DIEGO, CALIF.

**G. RUNEY & SON,**  
WAUKEGAN, ILLINOIS.

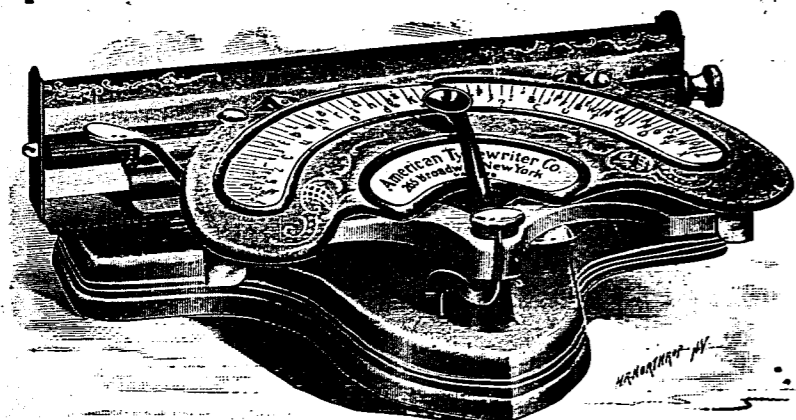


**Bill Posters and Distributors,**

Circuit, 18 Towns.—Population, 35,000. 36,000 Square Feet Billboards. 5,000 Stock Letters always on hand.

WE USE THE DONALDSON GUIDE.

Have you seen the New Model No. 2  
**Improved American Typewriter? \$8**



Contains New Ideas and Improved Construction developed in the manufacture and use of thousands of the No. 1. It is a marvelous combination of simplicity and capability, being rapid, durable, portable, and serviceable. Writes in sight; uses no ribbon, but prints direct from the type, which, combined with the perfect alignment, gives results unexcelled by any; handsomely enameled and nickled; every machine is guaranteed.  
Our Third Year and No Competitor. Send for catalogue and letter written with it.  
**AMERICAN TYPEWRITER COMPANY**  
CITY HALL SQUARE, NEW YORK.

**Sanders**  
HALF-TONE PHOTO ENGRAVERS  
**ENGRAVING**  
CUTS FOR NEWS PAPERS, CATALOGUES, and BOOKS. Letterheads, Labels, etc.  
314 N. BROADWAY  
ST. LOUIS, MO.

I'M doing a little bill posting occasionally. I have a few boards and a DEAD WALL or two that are right in town and have been STUCK ON YOU. If I can work the rabbit's foot on your poster, maybe we can do some business. Write me. Yours Poster-iorly, C. E. GROSS, Boonville, Mo.

**E. S. CARPENTER,**  
MANAGER OF MUSIC HALL  
City Bill Poster and General Distributor  
WORK WELL DONE OR NO PAY.  
Danielson, Windham County, Conn.

**SURE** AS  
"DEATH  
AND  
TAXES"

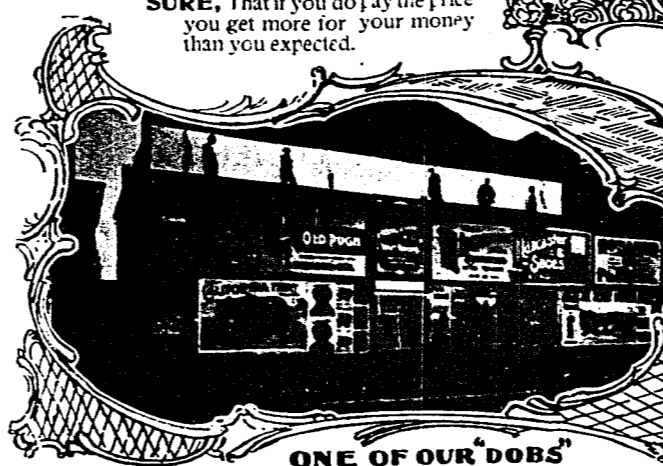


This is Ramsey

WHEN YOU  
USE THE  
BILLBOARDS  
IN  
**LEXINGTON,**

**SURE.** That it's the best town in the State.  
**SURE.** That the people have money to spend.  
**SURE.** That every sheet of paper you send to RAMSEY & CO. will be posted in good locations, on good boards, with good paste, and not too many in a place.  
**SURE.** That it will not be covered with other paper until time is up.  
**SURE.** That if you don't pay the price you don't post.  
**SURE.** That if you do pay the price you get more for your money than you expected.

**RAMSEY & CO**  
LICENSED  
UP-TO-  
DATE  
**Bill Posters**  
DISTRIBUTORS  
GENERAL ADVERTISERS.



OUR  
ART  
BULLETINS  
UNEXCELLED.  
30 CENTS  
A FOOT.  
A MONTH

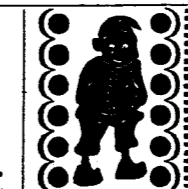
137 E. MAIN,  
NEXT DOOR TO  
POST OFFICE

The Price: 7 Cents 30 Days.

*Jno. L. Whelan,*

Chicago Representative of  
The Donaldson Litho. Co.

Communications to  
3215 Prairie Avenue.



**J. GARLICK,**  
City Bill Poster and Distributor.  
NEW ORLEANS, LA.

Branches:

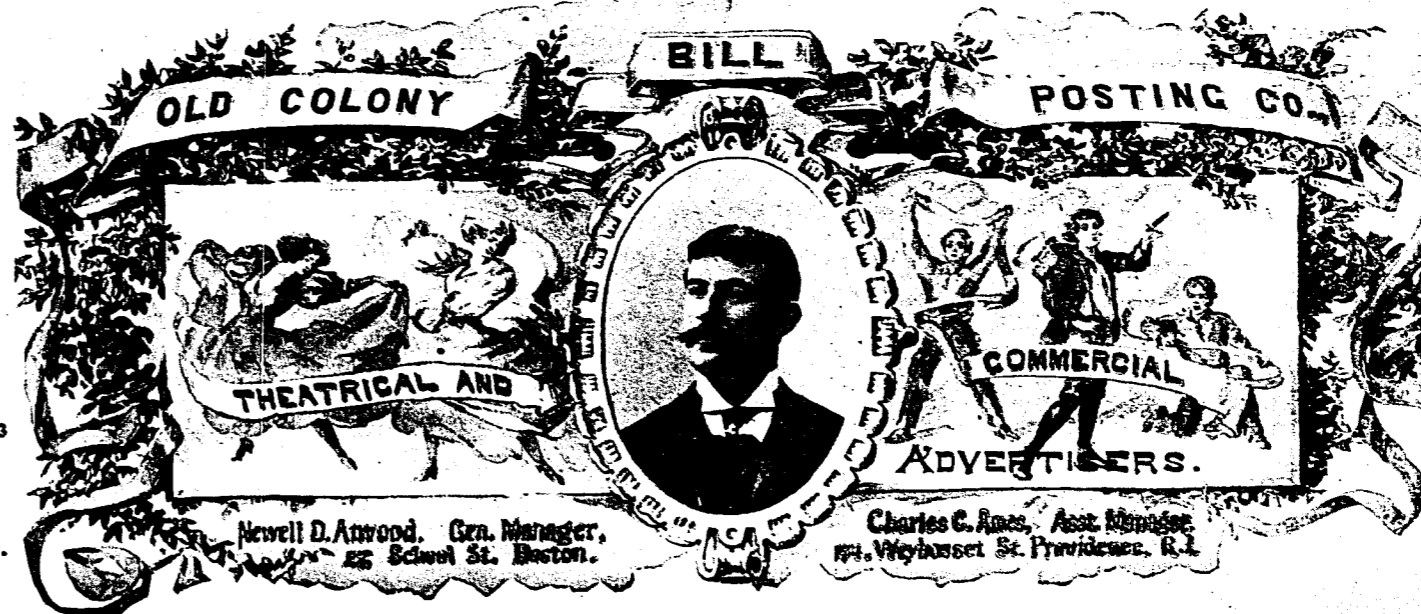
Brocton,  
Woburn,  
Winchester,  
Hyde Park,  
Plymouth,  
Weymouth,  
Nantasket.

BOSCON

\*Phone 3833

PROUDENCE

\*Phone 759.

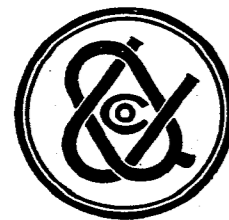


Distributors of  
Merchandise,  
Samples,  
Booklets, etc.  
Throughout the  
New England  
States.

Send for  
Our Prices.

ST. LOUIS —  
**PHOTO-ENGRAVING CO**  
Cor. 4th & Pine St.  
St. Louis, Mo.  
SEND FOR SAMPLES.

**WALKER & CO.** H. W. Walker, Manager. **Detroit, Mich.**  
OFFICE, 53 ROWLAND STREET.  
Bill Posters and General Advertisers,  
Place Us on Your List, and be in line  
Members Associated Bill Posters' Association, and Michigan State Association.



# Once Again Filling Orders.

For a short time we have been entirely out of two sizes of the IMPROVED BROWER QUOIN, but we believe that from now on we shall surely be able to keep up with all demands upon us. So send in your orders, please. Large size, only \$1.75; medium size, only \$1.50; and small size, only \$1.40. -Steel keys, 50 cts. each.

Every printer, who has any other standard quoin, should write for our circular, in which we tell how he may substitute the Improved Brower at nominal expense.

Those who know, say that the Brower Quoin is way ahead the best thing of its kind ever brought out. Have you seen the circular we issue, describing it? Don't let your neighbor get ahead of you in this. It is no trouble now to have absolute register in color work.

We also make many other articles needed by printers. Our goods are all high grade, and our prices, unprecedentedly low.

**UNION QUOIN CO., 358 Dearborn St., CHICAGO.**



## READING Bill Posting Co. Reading, Pa.

All kinds of posting and distributing done promptly. Satisfaction guaranteed or no pay. Locations the best in the city. Office at the Academy of Music.

JOHN D. MISHLER, Manager.

## STEVENSON & SOLOMON, CITY BILL POSTERS JACKSON, MICH.

DISTRIBUTING A SPECIALTY.

CLAYTON E. DOUB, 320 N. Mulberry St. HAGERSTOWN, MD. Distributor and Sampler.

REFERENCES FURNISHED

## Bay City, Mich. Bill Posting Co.

Distributing Promptly Attended to.

E. J. Bloomfield.

## G. RONEY & SON, Distributers & Bill Posters



**LIVE AND LET LIVE.**

"Advertising is the key note to success." BILLBOARD ADVERTISING.

REFERENCES—Bradstreet, Dun and Security Saving Bank. **CIRCUIT IS TOWNS** WAUKEGAN, ILL.

## PADUCAH, KY. Population 22,000.

All Boards made of tongued and grooved lumber, perfectly tight. ADDRESS, FLETCHER TERRELL, Mgr. City Bill Posting & Distributing Co.

**Wilkes-Barre Bill Posting Company,** M. H. BURGUNDER, MANAGER. **City Bill Posters and Distributors.** We do Bill Posting, Distributing and Card Tacking. Out-Door Advertising of All Kinds. 7 W. Market St. WILKES BARRE, PA.

## HENRY C. WILMOT City Bill Poster & Distributor.

Work Done Promptly and Satisfactorily 33 N. MAIN STREET. ANN ARBOR, MICH.

LIMA, O. Dec. 1. Lima is full of Billboards. Our paste is full of glue. Don't wait, but give us a call, And see for yourself, At the end of thirty days, If what we say is not true to the day.

W. & B. Tirrell BILL POSTERS and DISTRIBUTORS.

HOLLAND, MICH. POP. 8,000 J. Van den Berg, CITY BILL POSTER, DISTRIBUTOR AND CARD TACKING.

C. FRANK TROTT ABOUT ADVERTISING. I Post Bills, Distribute Circulars and Samples, Tack up Cards and Signs, and do General Advertising. Prices and work guaranteed. C. FRANK TROTT, City Bill Poster, Junction City, Kansas. Population 5,000. 3 miles from Fort Riley, 3,000 men stationed.

TO THE 3d Annual Convention Protective League of American Showmen —AT— CINCINNATI, January 7, 8 and 9, '96.

TO THE Special & Convention International Association of Distributors, —AT— CINCINNATI, January 8 and 9, '96.

**CINCINNATI HAMILTON & DAYTON RY.**

**CH&D**

**CINCINNATI**  
INDIANAPOLIS CHICAGO DAYTON TOLEDO DETROIT

Solid Vestibuled Trains.

For particular information as to rates, schedules, and through car service, call on or write.  
J. S. L. RAHY, Gen'l Trav. Pass. Agt. CHICAGO, ILL. GEO. W. HAYLER, Dist. Pass. Agt. INDIANAPOLIS, IND. JOHN BASTABLE, Dist. Pass. Agt. TOLEDO, OHIO. D. B. TRACY, Nor. Pass. Agt. DETROIT, MICH.

**D. G. EDWARDS, General Passenger Agent, CINCINNATI, O.**

Superb Dining, Parlor and Sleeping Car Service.

**Your Bill**

will run into the enormous sum of a dollar if you permit yourself to indulge in an annual subscription to AMERICAN HOMES, the only magazine in the world which tells you how to Plan, Build or Beautify your home in the best manner and at least cost.

Advertisers pay bills cheerfully because their ads in AMERICAN HOMES pay them.

Let us figure on your Bill for advertising in 1896.

ONE COPY ONE DIME

AMERICAN HOMES PUB. CO., Knoxville, Tenn.

EDWARD T. HEVERIN. CHARLES T. HEVERIN.

**E. T. HEVERIN & BRO.**

LICENSED

**CITY BILL POSTERS**

COMMERCIAL ADVERTISERS.

LOUISVILLE, KY.

STAUNTON, VA., Pop. 12,000 **WM. CLENN,** Bill Poster and Distributor. All work promptly and satisfactorily done.

**H. H. TYNER & CO.** City Bill Posters and Distributors.

**SPRINGFIELD, O.**

Twenty-Five Years' Experience.

Population 50,000.

**Engraving Blocks.** Basswood and Cherry. Also, Type Stock for Small Letters. A Large Stock of these goods always on hand. Can furnish all orders promptly. Highest Grades and Lowest Prices.

**Setter Bros. & Co., Collins Centre, N. Y.**

"That's What They All Say." That Barney and Ike will always give you a square deal. They are **The Southern Bill Posting Co.** LICENSED City Bill Posters, Card, Sign and General Railroad and Commercial Advertisers. Best Billboards in the South. Special Men for Distributing. **KNOXVILLE, TENN.** POPULATION, 45,000. E. C. BARNES, Manager. IKE N. DOUGLAS, Sec'y and Treas.

**THE CAPITAL** Ottawa, Canada, Pop. 50,000 **ALEX. JACQUES** Bill Poster and Distributor. Also contracts to supply circuses with rigs, feed, etc. Own all the billboards.

**J. H. BELTZ & SON** SCRANTON, Pa. 654 DEACON STREET. GENERAL ADVERTISING. Distributors. Signs nailed up. Territory, Scranton and Luzern Co. Charter members of I. A. of Distributors of N. A.

# THE NEW YORK Dramatic News

LEANDER RICHARDSON, EDITOR  
FREDERICK M. McCLOY, BUSINESS MANAGER.

The Leading American Amusement Newspaper.

Published every Tuesday in the Year at 1364 Broadway, New York.

Its Circulation extends to all parts of the World.

It has regular Correspondents in every City and Town.

IT IS PRE-EMINENTLY The Organ of the Circus Business in the United States.

And has a wider circulation in that branch of the profession THAN ALL OTHER AMUSEMENT PAPERS IN AMERICA COMBINED.

All Artists must use THE DRAMATIC NEWS to reach all the Managers in the World.

All Managers must use THE DRAMATIC NEWS to reach all the Artists in the World.

It is the only one paper in the world that reaches everybody in the business.

For Advertising and Subscription Rates address

THE DRAMATIC NEWS.

1364 Broadway, New York.

### Everybody Vote.

Which Advertisement in this issue of Billboard Advertising is the best?

BILLBOARD ADVERTISING wants an expression of opinion from each and every one of its 20,000 readers. It wants to know which advertisement in this issue they regard as the best. Fill out this coupon

The Best Advertisement in the Christmas Number of Billboard Advertising is that of

Signed.....  
St. No.....  
City.....State.....

and mail it, in a sealed envelope, addressed to the

VOTING CONTEST EDITOR,  
BILLBOARD ADVERTISING,  
CINCINNATI, O.

The first one hundred persons sending us a vote will receive a year's subscription free of charge.

The object of this voting contest is to decide whom are entitled to the following prizes, viz:

1st. The person or firm whose advertisement receives the largest number of votes will be presented with a handsome gold medal, suitably inscribed, and we will run the advertisement or any other advertisement occupying the same amount of space, twelve months free of charge.

2nd. The person or firm whose advertisement receives the second largest number of votes will be presented with a silver medal, appropriately inscribed, and the amount of space occupied by his advertisement nine months free of charge.

3rd. The third advertisement will entitle

its sender to fifteen dollars in gold and the amount of space it occupies for six months.

4th. The fourth best advertisement will entitle its sender to ten dollars in gold and the amount of space occupied for four months.

5th. The fifth best advertisement will entitle its sender to five dollars in gold and the amount of space occupied for three months.

6th. The advertisement ranking sixth in the contest will entitle its sender to the same amount of space for two months free of charge.

We will also pay liberally for a few articles of a critical nature dealing with the comparative worth of the various advertisements in this issue.

### The Latest Advertising Novelty.

Send Two Cent Stamp for Sample.

### Aladdin's Magic Pocket Book.

The best and cheapest novelty out. Can be used to advertise any business. A fine Souvenir for the Holidays. We are headquarters for all the Latest Novelties, Calendars, Thermometers, Small Chromo Cards, Puzzles, etc., etc.

### The Advertising Novelty Co.

32-34-36 E. 3rd St., (CINCINNATI, O.)

### Theo. Osterman,

Manager, and Distributor of all kinds of Distributing. All work promptly done. References upon application.

Theo. Osterman, Belleville, Ills.

### \$10 A DAY

We wish to employ a few bright MEN and WOMEN with a little enterprise to sell CLIMAX Dish Washers, \$10 a Day for the right parties. One agent cleared \$50 every day for six months. Permanent position in town, city or country. A good chance. Address: CLIMAX MFG. CO., COLUMBUS, O.

DESCRIPTIVE.	PICTORIAL.
Low Prices	Original Designs.
PINE BLOCK	ENGRAVING
Good Work.	Quick Work.
	
319 Barr Street,	Cincinnati, O

## Date Book? Posters?

You want one. Can't get along without it. Fits in Vest Pocket.

Seasons 1895, 1896, 1897.

Cloth Bound, - 14c.  
Leather Bound, 22c.

Send Stamps.

We have designs appropriate for any business.

Write for Samples.

We print anything, from a Dodger to a 32-sheet Stand.

## Hennegan & Co. Cincinnati, O.

127 East Eighth St.

### ROLEY, at Pana, Ills.

Distributes, and owns all Bill Boards in the city. (500 Lineal Feet) 7,000 pop. Good locations; sizes from a 24-sheet to 100. 4c. per sheet, 30 days. Director I. S.B.P.P.A. Manager New Grand Opera House. Sec'y, Pana Fair Association.

To test the value of this Space, we will print 100,000 Hand Bills, 6x9 inches, for \$25

Cards, 2 1/4 x 4 inches, for \$25  
1000 each of Cards, Bill and Note Heads, Dodgers and Envelopes, for a 5 \$ bill.

RAWLINGS, (Prints Anything.)  
2931 State Street, CHICAGO.  
Send this "ad" and check with order.



POSTERS' ASSOCIATION

THE  
**O.J. Gude Co**  
OUTDOOR  
ADVERTISING  
New York.

1894 Our Customers spent less than 4% of their entire appropriations in Bill-Posting.

1895 It increased to over 12% more than \$200,000

1896 It will further increase if the Bill-Posters recognize that service and service only will bring permanent and profitable business and that organization is effective only as it conserves the interest of the advertiser as well as the Bill-Poster.

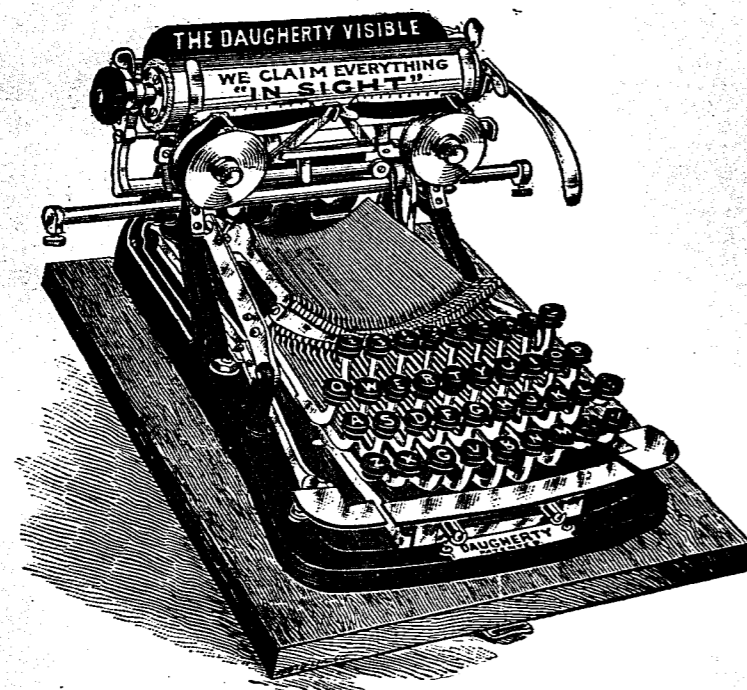
(DESIGN BY COURTESY OF JAMES PYLE & SONS—PEARLINE)

"I'll stick this up anyway  
It's for the good of the  
Cause."

# THE Daugherty Visible Typewriter.

KITTANNING, PA. PRICE, \$75.00.

EVERY LETTER on page absolutely in plain sight.



Rapid.

Durable.

Simple.

Saves You Money.

Does Your Work  
Easier Faster  
Better

### Highest Award for Merit at Atlanta Exposition.

MACHINE SENT ON TRIAL. SEND REFERENCE WITH ORDER.

"The ten Daugherty Typewriters in use in our editorial rooms have given perfect satisfaction. We consider the 'Daugherty' as good in general work as the 'Remington,' 'Smith-Premier' or 'Caligraph,' each of which machines have been used in our office, and in preparing original manuscript for the Linotype machines the 'Daugherty' is superior to all others."

PRESS PUBLISHING CO.,  
CHAS. W. HOUSTON, Bus. Manager, Pittsburg, Pa.

"I have been using one of your Daugherty Visible machines for the past eight months and can certify to its splendid work."

H. E. HARMON,  
Editor Southern Tobacco Journal, Winston, N. C.

"The six Daughertys have given us good satisfaction; in constant use over a year, doing all kinds of office work and in our editorial rooms."

IND'PLS NEWS CO., Ind.,  
W. J. RICHARDS, Manager.

Chicago, Ill., May 13th, 1895.

LAW DEPARTMENT,  
Pennsylvania Lines West of Pittsburg.

"After a two months' trial, we find the Daugherty type writers so satisfactory that we have exchanged our last Remington for another Daugherty. I am very willing to have you use our names if you like."

F. J. LOESCH.

"I have used the Daugherty typewriter for eleven months and find that it wears eminently satisfactory. The machine is well made, works well and does not get out of order easily. For one who writes some of his own letters or who composes for the press, the Daugherty is an ideal machine."

PROF. W. J. GREEN,  
Ohio State College, Wooster, O.

"The Daugherty purchased last September has been in almost constant use and has given the very best of satisfaction."

E. S. HOLLOWAY, Columbiana, O.



# BIG FOUR ROUTE



## Showmen's, Bill Poster's and Distributors' Conventions, Cincinnati, January 7, 8 and 9, 1896.

### BEST LINE FROM St. Louis, Peoria, Chicago, Indianapolis, Columbus, Cleveland, Buffalo, New York and Boston.

Magnificent Vestibuled Trains, Wagner Buffet Sleeping Cars, Private  
Compartment Sleeping Cars, Buffet Parlor Cars,  
and Dining Cars.

M. E. INGALLS, President.  
E. O. McCORMICK, Passenger Traffic Manager.  
D. B. MARTIN, General Passenger and Ticket Agent



**We Employ Young Men**

to distribute our advertising bicycle, which we send them on approval. No work done until the bicycle arrives and proves satisfactory.

**Young Ladies** employed on the same terms. If boys or girls apply they must be well recommended. Write for particulars.

**ACME CYCLE COMPANY, ELKHART, IND.**

FT. WORTH, TEX., Oct. 10, 1895.  
Acme Cycle Co., Elkhart, Ind.  
DEAR SIRS.—My Acme Light Roadster arrived yesterday morning and not only myself but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel.  
Yours truly,  
C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.  
Acme Cycle Co., Elkhart, Ind.  
DEAR SIRS.—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.  
Yours truly,  
SETH BARTON.

**WE HAVE NO AGENTS**

but ship from our factory at wholesale prices. Ship anywhere for examination; pay freight both ways if not satisfactory. 100 styles of Carriages. 50 styles of Harnesses. Send for our 112 page catalogue. **ELKHART CARRIAGE AND HARNESS MFG. CO., ELKHART, IND.**

**TEXAS ADVERTISING COMPANY**  
GENERAL REPRESENTATIVE

**Billboard Display Advertising,**  
General Distributing and Exclusive Street Car Privileges.

**SAN ANTONIO, TEX.** P. O. Box 686.

**Facts!** I Write "Catchy" & Fetching Ads. 12 Years' Practical Experience. All Lines. **PEOPLE READ My Booklets, Etc.** Ads. One Dollar up. (Display Proof Free) Money back if you want

in Cities under 50,000, publish "your own" PAPER. (5,000 copies, about \$5.00 per mo.) MY PRACTICAL PLAN costs \$5.00—is worth to you perhaps THOUSANDS, "UNIQUE" NEW PLAN AND JUDICIOUS CIRCULATION.

**WILL J. PATTERSON, 125 1/2 W. 3rd, LOS ANGELES, CAL.**

ESTABLISHED 1860.

**GEORGE M. LEONARD,**  
Bill Posting, Distributing and Advertising Signs,  
Grand Rapids, Mich.

**LEONARD'S \$2.50 Posting Brush.**  
8 inch wide. 6 inch Bristle. Population 100,000.

When you write, mention *Billboard Advertising.*

REMEMBER—  
**CHAS. J. VOGEL,**  
MANAGER CITY OPERA HOUSE.  
—AND—  
**CITY BILL POSTER**  
STILL OWNS  
**STEUBENVILLE, OHIO.**

**HOWARD H. PECK**  
Red Cloud, Webster Co., Neb.  
Circular, Pamphlet and General Advertising Distributor. Surrounding counties.

**John Kuhn & Son,**  
City Bill Posters  
And Distributors,  
Controlling All the Boards in the City of  
**HAMILTON, OHIO.**

**GEO. MILLER BROS. JOS.**  
Licensed Bill Posters  
And Distributors.  
**COLUMBUS, OHIO**  
1,000,000 Feet for Commercial Advertisers only  
All kinds of Advertising Matter distributed, signs tacked up.  
Contracts Solicited. All Work Guaranteed

**WM. M. MELOY, Box 49, Carlisle, Pa.**  
Member of I. A. of Distributors.  
When you write, mention *Billboard Advertising.*



Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 1.50 for four insertions, \$1.00 for six insertions. Larger cards, 10c. per square line.

Tucson, Arizona, 2,000 ft. of boards W.M. REID, Box 148. d19

Luverne Advertising Agency, Dana M. Baer, mgr. Look Bldg, 490, Luverne Minn. d1

DENVER, COLO. The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 125,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000. d1

Delaware, O. G. D. McGuire, City Bill Poster, Distributor

A. C. H. Mesler, City Bill Poster and Distributor, Fort Jervis N. Y.

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor.

Ferth Amboy, N. J., Pop. 13,000 Geo. Seares, City Bill Poster and Distributor.

Waverly, N. Y., Sayre, Pa., Population 10,000. Address, Muidoch, & Co., Waverly, N. Y.

Western Bill Posting Co., Owners of all Advertising Spaces, Salt Lake City, Utah.

Grand Junction, Col. Pop. 4,000, Bill Posting, Distributing, Tacking, etc. Circulars mailed, or list of names of residents of Mesa County furnished, best of reference. Edwin A. Haskell.

Leonia, N. J. M. L. Delhay Bill Poster and Distributor, 3,000 feet of boards.

Laconia, N. H., pop. 15,000, Folsom Opera House, Driving Park and Show Grounds, J. F. Harriman, Manager, owns all boards in city and suburbs.

Fort Scott, Kas. Pop. 14,000. Harry C. Krueh, City Bill Poster, Lithographer and Programmer. Cards tacked up and samples distributed. Pop Fort Scott, KANSAS, on YOUR LIST

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Boonville, N. Y. Wm. Comstock, City Bill Poster, Owns and controls all boards.

Moline, Ill. F. W. Stahl & Co. Bill Posters and Advertising Agents.

Sioux City, Iowa, pop. 40,000, Posters, Distributor and Tackers. We do all kinds of advertising and guarantee work. Sioux City Bill Posting and Advertising Co. [Licensed] Member A. B. P. A.

Pasadena, Cal. City Bill Posting Co. D. Coyle, Mgr. Geo. F. McClain, Prop

Indianapolis, Ind., Pop. 105,436, Indianapolis Bill Posting Company, 63 N. Pennsylvania Street.

Los Angeles, Cal. Pop. 85,000, City Bill Posting Co., 254 S. Main street. Geo. F. McClain, Prop. F. E. Holtlander, Mgr

Waukesha, Wis., pop. 9,000, All boards owned and controlled by Cad. F. Mevis, 638 Main street.

Washington, Ind. has a population of 10,000 Write Horrall Bros about posting

Pana, Ills. Pop. 7,000, LOU ROLLEY, Bill Poster, controls all the boards. 540 ft. of desirable locations

Bethlehem, Pa., pop. 25,123, South and West. Gromah Bill Posting and Distributing Co.

James E. Henry & Son, Up-to-date Bill Posters and Distributors Detroit, Mich. Established 1865

Carbondale, Pa. Carbondale City Bill Posting and Distributing Co. J. O'Hearn, Manager

Prairie City, Iowa, Write to W. S. Parker, City Bill Poster and Distributor.

J. E. Williams, Oshkosh, Wis., City Bill Poster and Distributor. Reliable and definite service. Population 32,826. Own all boards in the city, 30,000 square feet. "I have troubles of my own; don't." etc. When you write, mention Billboard Advertising.

Classified Advertisements

BILL POSTERS' DIRECTORY.

Logan, Utah, Population 6,000 d1 Will A. Crockett, Bill Poster and Distributor

Minter, Ala., B. F. EVANS, Bill Poster and Distributor, wants your work. d1

Larned, Kansas, W. Roddy City Bill Poster and Distributor. d1

Boone, Iowa, Population 9,000 d6 J. J. Kirby, City Bill Poster and Distributor

Gloucester, Mass., J. H. Procter, Bill Poster and Distributor. Population 15,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000. d1

South Framingham, Mass. W. H. Trowbridge, Bill Poster. Five towns

Waukegan, Ill. G. Runey & Son, Distributors, Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000. d6

Lima, Ohio, Pop. 20,000, W. C. Tirrill, City Bill Poster, and Distributor. Work promptly done. d1

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributor and baggage Transfer. Address 30 Manchester st.

Bowling Green, Ky., Pop. 10,000, All Desirable Boards controlled by J. M. Robertson, manager Opera House.

Display Advertising. TO RENT, 1000 spaces on bill boards for painted signs, each 150 square feet. Located in New England towns and cities. Location of boards guaranteed first-class. O. S. KIRBY, Bill Posting and Painted Sign Board Advertising, 447 Main street, Fitchburg, Mass

San Antonio, Texas, Pop. 40,000, Texas Advertising Co., City Bill Posters and Distributors. Office, Alamo Plaza, Weckes Bldg. P. O. Box 666. Signs painted and tacked up.

Albuquerque, N. M. Pop. 10,000, The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

Victoria, British Col. Pop. 20,000, The Victoria Bill Posting Co. own and control all bill boards, paint signs and billboards and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 28.

Wilmington, Del., pop. 70,132, Geo. W. Jackson, City Bill Poster and Distributor, 907 Orange street.

Laurence, Kas. Pop. 15,000, A. M. Post, City Bill Poster and Distributor

Meridian, Miss. Pop. 15,000, L. D. Hoffer, City Bill Poster and Distributor

Northfield, Minn. Pop. 4,000, H. U. Ensign, Bill Poster and Distributor Board capacity, 800 sheets

New Hampton, Iowa, R. B. Garver, Bill Poster and Distributor, Circulars distributed in Northern Iowa. Honest work, reasonable rates. Reference

Greenville, Miss., For Bill Posting and Distributing, address, L. Hexter, manager Opera House.

St. Charles, Mo. Pop. 10,000, City Bill Posting Co., own and control all bill boards, also do Distributing, Tacking, etc.; circulars mailed, or list of names of residents of St. Charles City and County furnished. Best of reference. J. N. Mittleberger, Manager. d6

Lexington, Ky. Ramsey & Co., licensed Bill Posters and Distributors. White men do our distributing. Circulars \$1.50 per 1000, one in each house; if books, \$2 to \$3 per 1000. Samples according to size. Satisfaction guaranteed

Wallace, Idaho, Coeur d'Alene Mines. J. C. Campbell, Bill Poster and Distributor. References. d6

Falata, Fla. W. S. Nugent, Bill Poster and Distributor

Woodland, Cal. Dietz and Glendinning, Bill Posters. 6no

Shelbyville, Ind. T. F. Chaffee & Son County and City Bill Posters & Distributors

Memphis, Tenn. Van Beuren & Co., Bill Posters and Distributors, 224 Second street.

Bill Posters, Put out holiday souvenir Costs \$1; makes \$50 Plan 10c. Circular free. THE ADAGE, Boston, Mass. When you write, mention Billboard Advertising.

Classified Advertisements

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

Paterson, N. J., Population 98,000, Abram H. Post, Distributor, 48 Hamburg

New Orleans, La. Southern Advertising Distributing Bureau 408 Carondelet St. General Distributors. Honest work. d4

Easton, Md. The Adv. Dist. Bureau, posts and distributes bills, signs and circulars, and all classes of advertising matter. John R. Thompson, Manager, Box 115. d6

Pittsburgh, Pa. The "Twin Cities" Distributing Agency, advertising matter of all kinds carefully and promptly distributed in "Greater Pittsburgh." Population 600,000. Rates, etc., on application. Office 6 Sixth St., Pittsburgh, Pa. Branch, Allegheny Pa., J. T. Hudson, Manager.

Millersburg, Dauphin Co. Pa. Roscoe C. Hinkle, Distributor, \$2 per m. d3

Milford, Mass. Edwin K. Negus, Distributor.

Williamsport, Pa. S. M. Bond, Distributor.

Barracks 16, Nat. Military Home, Circulars, samples and all kinds of advertising matter distributed in Montgomery County, O. Population 100,852, at from \$2 to \$3 per 1,000. Honest work. Write for terms. Mem. Nat. Dis. Ass'n of Am. E. D. Marchal, Montgomery County, O. d1

North Cramer Hill, N. J. John J. Fischer, distributes circulars, etc. and tacks signs. Reference furnished. d1

W. E. Patton, Corinth, Mass. Bill Poster and Distributor. Reference furnished. Box 79

Detroit, Mich., Harry P. Merkle, Reliable Distributor and Sign Tacker, 21 W. Elizabeth Street. d3

Fredonia, N. Y. John H. Case, Distributor. Box 1097. d6

Portage, Wis. W. H. Bishopp, Advertising and Distributing Agency. Bill posting, signs tacked. n6

Richmond Hill, I. I. Circulars distributed honestly in Queens County by L. Bangert. d6

Boston, Mass. 1500 Washington St. Wm. E. Prescott, Distributor of advertising matter. Advertisers write at once. n6

Rochester, N. Y. If you have advertising matter which you wish to send out, notify us and we will send you prices. Highest results. J. E. Stroyer Co., 114 Weld street. n2

Valparaiso, Indiana, J. H. McGill Distributing in Forter co. d1

Matawan, Monmouth Co., N. J. Lloyd's Distributing Agency, Box 67

St. Charles, Mo., B. F. Bruns & Co., Advertising Distributors

Hackettstown, N. J., C. A. McLean, Distributor, signs tacked

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 608 York street.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor

Nashville, Tennessee. Circulars, etc., distributed, cards mailed \$1.50 per 1000 up. James L. Hill, 323 Broad street, Nashville, Tenn.

Seranton, Lackawanna Co., Pa. John E. Bell & Sons, General Advertising Agents, Write to us, 64 Deacon street

Carthage, Mo. Pop. 10,000, Joseph Barrat, Distributor; Sampler and General Advertiser.

Boise, Idaho, Spaulding & Gordon, Reliable Distributors and Sign Tackers. We pay rent for our locations and can guarantee.

Western Bill Posting Co., General Distributors. Salt Lake City, Utah

When you write, mention Billboard Advertising.

Classified Advertisements

DISTRIBUTERS' DIRECTORY.

Cincinnati, O. Distributing. Reliable, prompt. Reference Population 350,000. Address, W. H. Steinbrenner, 313 Vine, Cincinnati

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Washington, D. C. P. PRINZ & CO., 730 9th Street, N. E. Distributors of advertising matter. Write us.

Boston, Mass. Pop. 600,000. J. F. McWhirk, General Adv. Distributor

Manchester, N. H., D. J. Lefebvre. All kinds of Advertising Matter Distributed. P. O. Box 483.

Louisville, Ky. R. Taylor, General Distributor. First class service. 512 Second St.

Advertising of all kinds handled with care, signs tacked, rates low, reference The Licking 1st & Mailing Agency, 11 1/2 South Side Square, Newark, Ohio.

Cumberland, Ind. Chas. Caylor Distributing matter in Marion and adjoining Counties

Marinette, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,624 Wm. H. Earle, Marinette, Wis. Reliable Distributor. Your contracts solicited

Cincinnati, O. H. E. Weisner Distributing, sign tacking, South & Depot

EXPERT AD. WRITERS.

Ads that will make your business grow." Chas. A. Woolfolk, 446 Main St. Louisville, Ky.

Advertisement Writer. J. H. SUBERS, 4 New Chambers St. N. Y. Five neat ads for your business for \$2. Send stamp for booklet. H. Frank Winchester, 162 Ashford St. Brooklyn, N. Y. d3

ADVERTISERS! ADV. MANAGERS! We Want Your Attention.

Don't You Want a Good Reliable Man to Distribute Your Advertising Matter in New Hampshire. Prices from \$1.50 to \$3.00 per thousand. Consistent with honest work.

Circulars Mailed. Reference Furnished. DONAT J. LEFEBVRE, P. O. Box 483. MANCHESTER, N. H.

ADVERTISING CIRCULATORS WANTED. We have no paper for you to advertise in. No fake association for you to join. No list of worthless names for you to buy, but DO want you to circulate advertising. For full particulars, etc., send reference and stamps. Maine Med. Co., B. & A. N. Windham, Me.

WORCESTER, Mass., Pop. 281,000 Signs tacked up. Circulars, etc. Distributed. M. W. Corbett, Westminster, Member of I. A. of Distributors, of N. A.

SHOW BILL DATING OUTFITS RUBBER TYPE, Etc. Catalogue Free. E. TAYLOR & CO., Cleveland, O.

B. F. BRUNS & CO. Circulars Distributors & Bill Posters 105 N. Main St., ST. CHARLES, MO.

"The Advertiser's Trade Journal of New England."

PROFITABLE ADVERTISING. Filled with valuable ideas and suggestions for Advertisers and Bill Posters. Worth hundreds of dollars to many advertisers. Issued now under new management. Handsome new cover design for December, printed in colors. December issue FREE to every subscriber who remits One Dollar before Jan. 1st. Address, KATE E. GRISWOLD, Pub'r, 13 School St., Boston, Mass. When you write, mention Billboard Advertising.

ESTABLISHED 1879.

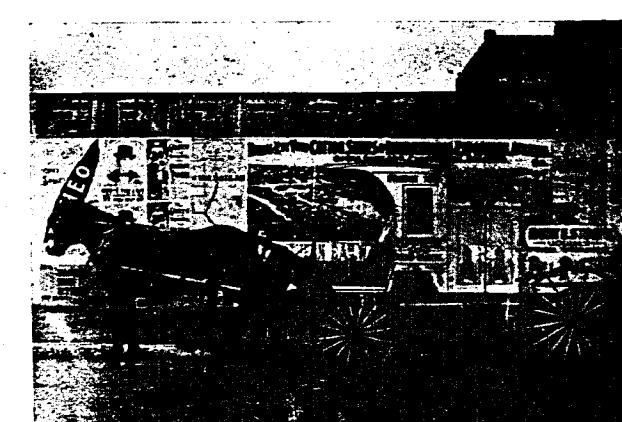
HARRY E. STOOPS, Manager.

POPULATION, 50,000.

The Stoops Bill Posting and Advertising Co.

OWNING THE FINEST LINE OF BOARDS IN THE SOUTH.

CONTROLLING ALL THE DEAD WALLS IN THE CITY.



CHATTANOOGA, TENN.



PUT CHATTANOOGA! ON YOUR LIST.

